BUSINESS / B1
Peso weakens to 43.45 to $1 due to oil hikes

ACROSS / A17
Missing NDF peace consultant found in Isabela military camp

NEWS / A3
King of Swaziland coming for state visit; he's known for 13 wives

NEWS / A8
Cayetano delays NBN-ZTE probe report, awaits JDV testimony

PHILIPPINE DAILY
INQUIRER
BALANCED NEWS, FEARLESS VIEWS

Friday, May 23, 2008 ★★ 12 sections / Vol. 23 / No. 148 P10 website: www.inquirer.net

DOJ clears Ayala firm in mall blast

By Lala B. Salaverria

NO OFFICIER OF THE AYALA FIRM THAT runs the Glorietta 2 mall in Makati City will be held criminally liable for the explosion on Oct. 19, 2007, that killed 11 people, but the Department of Justice threw out the Ayala theory that a bomb attack had caused the blast.

The DOJ panel led by Senior State Prosecutor Leo Dacera recommended the filing of criminal charges of reckless imprudence

(CONTINUED) A12

Thai PM to supply RP with rice in friendship

THAILAND'S PRIME MINISTER YESTERday assured the Philippines his government was willing to provide as much rice as the country needed, Agriculture Secretary Arthur Yap said.

President Macapagal-Arroyo thanked Prime Minister Samak Sundaravej during talks at Malacañang on the first day of the

THAI/ A10

POLICE literally silence, gag and take out a protester demanding the ouster of President Arroyo only meters away from the President herself at Thursday's closing rites of Region VI's Local and Peace Security Assembly at the Plants Centro Bacolod Hotel. AP/ CONTRIB

Cops kill 4 suspects in Cabuyao bank rob

By Nita Catherine Calleja
Inquirer Southern Luzon

CAMP VICENTE LIM, LAGUna—Four men believed to have been among the bank robbers who shot nine people dead last week in the Rizal Commercial Banking Corp. (RCBC) branch in Cabuyao have been killed in what police authorities described as two separate shootouts in Tanauan, Batangas.

Chief Supt. Ricardo Padilla, Calabarzon regional police director and head of Task Force RCBC, said Batangas police encountered the four men on Wednesday afternoon and early yesterday in the course of

COPS/ A11

No stopping oil price rise

Up all the way to new record high above $135/barrel

By Ronnel W. Domingo

ENERGY SECRETARY ANGElo Reyes yesterday called on the public to brace themselves for still higher fuel prices as world oil leapfrogged to record highs above $135 on runaway fears about tight energy supplies, rising global demand and a slumping US dollar.

London Brent crude hit a historic high of $135.13 a barrel, while the benchmark New York light, sweet crude struck an all-time peak of $135.09.

"This is the reality that we must face and act on," Reyes said, citing a forecast by investment bank Goldman Sachs that oil prices would average $141 a barrel in the second half of this year and could top $200 a barrel by 2009.

To mitigate the impact of the soaring oil prices particularly on the transport sector, Reyes said the government was scrapping the remaining 3-percent import duty on crude oil and refined oil products effective June 1.

He said the zero tariff would reduce

NO STOPPING/ A11

LIGHTS OUT The museum of the Armed Forces of the Philippines has been in darkness the past year, its exhibits like the republic uniform which Emilio Aguinaldo wore during the 1898 Revolution against Spain are turning moldy. In the slideshow (above), things go bump in the endless night. The museum staff have been waging a war against molds and fungi. MARK LORES

AFP museum relics wasting in the dark

By Nikko Dizon

FOR A YEAR NOW, THE MUSEUM OF the Armed Forces of the Philippines (AFP) has gone without enough electricity to keep it well lit and air-conditioned, endangering priceless artifacts like Gen. Emilio Aguinaldo's uniform and handwritten letters of Apolinario Mabini.

The problem has yet to be fixed since a transformer outside Camp Aguinaldo's AFP Theater, the building that houses the museum, broke down amid heavy rains on May 22, 2007, the Inquirer learned yesterday.

Lighting inside the museum was partially restored in October by tapping into the power lines meant for the theater proper, but this temporary solution was not enough to run the museum's air-conditioning system as well.

"You can now smell the molds," museum administrator Elizabeth Dupitas said in an interview. Formerly employed at the Metropolitan Museum, Dupitas began working at the AFP Museum in July last year.

She recalled being assaulted by the stuffy air the moment she stepped in-

AFP MUSEUM/ A20

Ex-SC justice quits Meralco post over row with Garcia

By Elizabeth Sanchez-Lasaro and Doris Dumlao

FORMER SUPREME COURT JUSTICE Jose Vitug has resigned from a temporary post as designated corporate secretary during the annual stockholders' meeting of Manila Electric Co. (Meralco) on May 27.

Vitug, a management consultant of Meralco, said he wanted to avoid any misunderstanding with the board after facing criticism from board member Winston Garcia, president and general manager of the Government Service Insurance System (GSIS).

In a May 21 letter to the Meralco board, a copy of which was obtained by the Inquirer, Vitug, who is not a Meralco board member, wrote that Garcia called him up to tell him he had been remiss in his responsibilities as "corporate secretary," Vitug said.

Vitug said that in a special meeting on May 15, the Meralco board requested him to act as corporate secretary during a board meeting set on May 26 and during the company's annual stockholders' meeting on May 27.

"I respectfully expressed my strong reservations but at the insistence of the board, I reluctantly agreed but only to act as the secretary of the meeting of

EX-SC JUSTICE/ A11

IPPs seek open access to power retail market

By Ronnel W. Domingo

A GROUP OF INDEPENDENT POWER producers and distributors has asked the Energy Regulatory Commission (ERC) to allow nineties open access to competition in the power retail sector amid the slow progress in the privatization of government power plants.

The group includes Manila Electric Co. (Meralco), Philippine Independent Power Producers Association, Visayan Electric Co., Davao Light & Power Co., Clark Electric Distribution Corp. (CEDC), Cagayan Electric Power and Light Co., San Fernando Electric Light & Power Co. and Panay Electric Co. (Pecc).

IPPS SEEK/ A21

RECORD NUMBERS David Cook beats the other David (Archuleta) by 13 million votes out of the record 97.5 million cast by viewers. (More photos on A12, A13) AP

Cook 'American Idol' by surprise landslide

LOS ANGELES—FOR AN "American Idol" season as flat and lifeless, the end was rocked: Its bartender David Cook virtually body-slammed teen prodigy David Archuleta in a surprising landslide, capping an overplayed finale filled with big stars and polished performances.

All that, and the imperious Simon Cowell was reduced to apologizing to Cook for casting him as an also-ran to Archuleta the night before.

It turns out Cowell's critique of Tuesday's performances had limited influence: Cook, 25, from Blue Springs, Missouri, swamped Archuleta, 17, of Murray, Utah, by a margin of 12 million votes out of the record 97.5 million cast by viewers.

Cook was overcome with emotion, bending toward the stage after his name was announced. When he stood up, his eyes were filled with tears, the second time in as many nights that the scruffy, gravel-voiced lefter had broken down.

"This ride here has been pretty wild," Cook said to a roomful of reporters backstage. "You couldn't write this—or maybe you can."

For the final performances Tuesday, Cook refused to bow to the conventional during his

COOK/ A13

Lose weight, make peace is Middle East diet group's mantra

JERUSALEM—THERE'S THE WEIGHwatch, the fips on healthy snacking and the chit-chat between women about unruly locks or in-tact hairbands.

But this is a slimming group with a difference. Half its members are Palestinian, half are Israeli and the aim is to foster dialogue, through a common battle with weight.

"I never felt good about myself and my body, and that's something that women all

LOSE WEIGHT/ A21

WEATHER FORECAST

Second FRONTPAGE

6/22 SIX DIGIT

23 6 9 7 6 9 7 6

SUERTRES

2 7 3 | 6 4 8

1 4 6

SUPERLOTTO 6/49

20 22 33 39 43 45

P114,409,378.80

Tax-exemption bill rushed

Senate expected to pass measure on final reading next week

By Dona Pazzibugan and Michelle V. Remo

WITH THREE WEEKS LEFT BEFORE CONGRESS goes into recess, the Senate is rushing the approval of a long-awaited measure that seeks to exempt minimum wage earners from paying the income tax.

The Senate last Wednesday approved on second reading without amendments its version of the bill—the House passed its own version in early May—which not only increases the tax exemption for minimum wage earners but also proposes to expand the personal exemptions of individual taxpayers to increase their take-home pay. The measure is expected to pass on final reading next week.

Sen. Francis Escudero, the bill's author, assured other senators that the measure would not result in lower government revenues.

No revenue loss

The Department of Finance has already said the Senate version is unacceptable as it contains a provision that would offset the revenues that government will be losing from the tax relief given to individual taxpayers.

The government's capability to generate revenues would not be adversely affected, said a DOF official who asked not to be named as he is authorized to speak for the department.

The House and the Senate still have to reconcile the two versions in a bicameral conference committee and approve a final version before submitting it to Malacañang for signing.

This will all have to be done before the last session day on June 11. Congress goes on a month-long break on June 13.

Escudero said the Senate version gives minimum wage earners an additional tax-free pay of P39 a day, or about P1,000 a month.

Personal exemption

The Senate measure adopted the House senator's position increasing the personal tax exemption of each individual taxpayer to a uniform P50,000.

The tax cuts at present only allows a P50,000 exemption for single individuals, a P25,000 exemption for a head of family, and a P32,000 exemption for each married individual.

Like the House version, the Senate version also raised the exemption for each of a taxpayer's four dependents to P20,000 from the current P8,000.

In effect, a family of six with both spouses working will be exempted from paying any taxes if their annual income is P200,000 and below.

Escudero said 2.835 million income tax filers will benefit from the proposed exemptions.

The difference between the Senate and House versions is that the Senate exempts the holiday pay, funeral pay, overtime pay and the night shift differential pay from income tax.

The Senate version also rejected the simplified net income taxation system (SNETS) for self-employed and professionals adopted by the House version.

The SNETS aims to simplify the income tax for self-employed individuals and professionals such as lawyers, doctors, accountants, architects, artists and athletes but limits allowable deductions.

Increased deduction

The Senate version instead increased the optional standard deduction (OSD) from 10 percent to 40 percent to encourage professionals and the self-employed to declare their income.

The OSD is also aimed at improving collection of taxes from corporate entities, which will have the option of deducting a standard 40 percent from gross revenues to determine taxable income.

The DOF official said this would be helpful to micro and small enterprises which would not be able to afford to hire accountants to compute their tax-able income.

Under the present system, businesses compute the amount of allowable deductions—which include operations expenses such as purchase of raw materials, salaries, wages and employees' salaries—from the income tax to determine taxable income.

The DOF believes that providing the option of deducting 40 percent from gross revenues makes the process easier for business entities. At a time when consumer taxpayers will be encouraged to pay taxes promptly and accurately.

'The best' for the people

Through the 40 percent OSD scheme, the government would receive more revenues from the additional tax exemption, said Escudero.

"That is the best we can give our people," he said, noting that the government has to balance giving tax relief with the need for revenues.

AiA ASIA INTERNATIONAL AUCTIONEERS, INC.
Your Best Source of Quality Machines in Asia

TRUCKS & EQUIPMENT

3-DAY Public Auction

MAY 22, 23 & 24, 2008

LAST DAY OF AUCTION TOMORROW!!!

OVER 1,500 ITEMS TO BE SOLD!

4-WHEEL EXCAVATORS
10 – BULLDOZERS
11 – MOTOR GRADERS
10 – WHEEL LOADERS
12 – ROAD CUTTERS
16 – ROLLERS
PILE DRIVER
10 – ASPHALT FINISHERS

QUALITY TRUCKS & EQUIPMENT THAT WILL DO THE JOB FOR YOU!

Inquire & Register on-line via: www.asia-intl-auctioneers.com

Lower Mau Cons. Argonaut Hi-way, Subic Bay Freeport Zone, Philippines
Tel.: +6347-252-3333 • Fax: +6347-252-6846 / 252-1441
E-mail: elaine@asiaintel.com

'Cosme' death toll now 44

WHAT'S INSIDE

LAWMAKERS say they're keen on extending CARP /A7

AUSTRALIA hikes aid to RP to P4.4B /A11

By Nikko Dizon

THE DEATH TOLL IN THE aftermath of tropical storm "Cosme" has risen to 44, with most of the fatalities recorded in Pangasinan and La Union, according to the National Disaster Coordinating Council (NDCC).

Twenty-eight people were reported injured while eight others remained missing, the NDCC added in its report released yesterday afternoon. Damage to agricultural and infrastructure facilities was estimated at P1.7 billion so far.

Thirty-one people were reported killed in Pangasinan. In La Union, eight people perished, including 45-year-old Rolando Alumbres, who suffered from a cerebrovascular breakdown and died after seeing his house completely destroyed by the storm.

Four people were killed in Sta. Cruz, Zambales, three of whom suffered from heart attacks.

Most of the injured sustained leg injuries or were hit by galvanized iron sheets ripped loose and blown by the storm.

The NDCC said the Philippine Coast Guard was still searching for eight fishermen from Ilocos, Pangasinan whose fishing boats, though anchored after the storm sought shelter from the storm, capsized off Pantaijanan Island.

The fishing boats Julie Ann 7 and Legrev 2 and fishing banca Legrev 1 sank on May 18, the NDCC said. Five people were rescued while three others died.

The NDCC said that 92 percent of electric power in La Union had been restored, 38 percent in Pangasinan and 93 percent in Zambales. Cosme had damaged transmission lines in the provinces.

The provinces of Zambales and Pangasinan in the cities of Baguio and Alaminos and 48 barangay in Iloilo City were placed under a state of calamity by their provincial and city councils.

'Half the woman that I used to be... and loving it!'

"I chose the LAP-BAND because it's the fastest and most effective weight loss option, and it could be adjusted if I wanted to have a baby."

"With NO stomach-stapling and NO cutting of intestines, the LAP-BAND is the perfect choice for me."

BEFORE 331 pounds

AFTER 141 pounds

You are a LAP-BAND CANDIDATE if you:
- Are morbidly obese, weight loss and surgeries or severe obesity treatments for heart and kidney problems
- Are between the ages of 18 and 65

Call or text us today to schedule a FREE PATIENT INFO SESSION!
Also ask about the non-surgical program INCLUDING no weight loss.

Date / Time to be set
Free Info Sessions
(with senior consultant)

Date / Time to be set
Free Patient Info Sessions
(with bariatric surgeon)

Best Move
Lifetime value, with access, patient testimonials, private consultation (with doctor)

BIG & LAP-BAND CENTER
TOTAL OBESITY SOLUTIONS

Japanese indicted for Pinay's chop-chop murder

By Cynthia D. Rubina

A JAPANESE NATIONAL was indicted Wednesday for the killing in a Filipino woman whose mutilated body parts were found in an apartment in Tokyo's Ohta ward.

Hiroshi Suzuki, 48, was indicted in Tokyo District Court for the murder of Herchark Reality Kimberwina. The charge of murder carries a maximum penalty of 30 years imprisonment.

Sources said the first court hearing on the case was expected within two months, and trial would take at least a year.

Swaziland king arriving today

By Christine O. Avendaño

THE KING OF SWAZILAND, the last African monarch, is arriving today to spend five days in the Philippines, the last two of them on a state visit.

It will be the first state visit of a [illegible] king to the country, said Malacañang yesterday.

Mswati III of the Kingdom of Swaziland will be accompanied by his 11th wife, Inkhosikati LaMbikiza Indvuna, and his 23rd child, Princess Belebelentsha.

The king has 13 wives and 24 children.

The king will land in Cebu late today and head for Bohol on a private visit.

On Monday, his state visit will begin with a meeting with President Macapagal-Arroyo at which the two are expected to take up "new areas of cooperation, particularly in the fields of trade and higher education, as well as initiatives in the international arena," a Palace statement said.

President Arroyo will host a state banquet in His Majesty's honor at Malacañang that evening.

"The state visit is expected to yield tangible agreements on economic, scientific, technical and cultural cooperation and the establishment of a bilateral consultative mechanism," said the Palace statement.

The king is also set to meet with Filipino and Swazi businessmen to discuss trade and investment opportunities.

In the king's entry are his brother Prince Lindokhlela and his sister Princess Makhosaze. Others include Chief Maphokuhla Mashwala of the Swazi Royal Court and Foreign Minister Sibusiso Mashwahle Dhlamini.

Swaziland is a landlocked kingdom in southern Africa with a population of 1.2 million. The Philippines and Swaziland have had diplomatic ties through the years, Malacañang said.

CHR: No to death penalty

MIXED SIGNALS? Commission on Human Rights Chair Leila de Lima yesterday expressed opposition to the proposed reinstation of the death penalty, following the spate of murders in Calbayog and Calamba, Laguna, last week.

"In our advocacy against the death penalty law, the Commission is not against serving justice to the victim," said De Lima, stressing that perpetrators must be punished.

She noted that no sufficient proof could show that the death penalty law deterred crimes in the country since it was ratified in 1993.

Jocelyn R. Uy

Tagaytay VILLA MENDEZ

OPEN HOUSE every Sat & Sun

• Super Exclusive! – Only 15 Homeowners
• 24/7 Water Supply from underground spring
• Underground Electrical system
• House & Lot units with PVC Casement Windows & Laminated Glass
• Floor Areas range from 100 sqm to 200 sqm
• Over 70% Sold!

For inquiries, please call: 028-6151 • 283-2708
Log on to: www.villamendez.com.ph

Enjoy the best things life has to offer

The Villages at LAKEWOOD CITY
RESIDENTIAL ESTATES
CABANATUAN NUEVA ECIJA

House & lot packages available!
Residential lots for as low as 15% downpayment
And balance payable up to 10 years!

3 Exclusive Residential Subdivisions right beside a Golf Course & Country Club:

Bellevue
Bel Air
Belgravia

Cheryl Model Unit

RESIDENTIAL FEATURES
• Landscaped entrances
• Wide concrete roads
• Underground drainage
• 24-hour security
• Cable & telephone-ready

AMENITIES
• Country Club with Grand Ballroom, Bar & Beauty Salon, Massage & Steam Room with Jacuzzi
• Covered Basketball, Tennis, & Badminton Courts
• Swimming Pool
• Boating & Fishing Area
• Bowling Lanes and Billiards

Fully-operational Country Club

JOIN US ON OUR WEEKLY OPEN HOUSES
Every Saturday & Sunday 9:00am onwards

DEVELOPER S-I-A. LUCIA
MARKETING NETWORK ROYALE HOMES

CALL US FOR A FREE SITE TOUR!
MANILA OFFICE: (02) 728 7281, 723 8024 | CABANATUAN OFFICE: (044) 600 0016

CELEBRITY BODY SECRETS

Nowadays, celebrities are opening up about the weight-loss secrets they've gone through to get their noticeably slimmer bodies. Was it lipo? Did they take pills? Dieted like crazy? Find out!

NOW 126 LBS

WAS NOW 146 LBS

POST-BABY BODY:
Dawn Zulueta

Even if she wanted to, Dawn couldn't shed off the post-pregnancy pounds through the traditional because complications from her first pregnancy prevented her from exercising. She did resort to Fat Mobilization Treatment (FMT), which non-surgically burn the excess fat to lose those extra pounds. Dawn has undergone treatments of Ultrashape, the machine termed "lipo without the suction," which uses ultrasound technology to target the fat cells from outside the body and eliminate them through natural processes. The results are amazing, without the marks or scars that other surgical procedures leave on the body.

WAS NOW 181 LBS

NOW 140 LBS

OVERALL DOWNSIZING:
Aiko Melendez

Though she had gone through liposuction in the past, Aiko Melendez knows her limits (she says is 2 lipo or 3 lipos). But when the stubborn fat still didn't budge, she opted for safer, more effective solutions. The post-pregnancy gain was even worse because of uneven weight distribution: unsightly bulges and "ripples" on her skin. Aiko swears by Endermologie, a non-surgical treatment that removed the stubborn fat minus the risks and hassles of lipo, as well as Physique, another non-surgical treatment which worked on her abdominal area.

WAS NOW 26.5" WAIST 132 LBS

WAIST-REDUCTION:
Carleen Aguila

The former beauty queen transformed from her hourglass figure to a full-figured 30-inch-waisted body as a result of her pregnancy. How she lost 4 and a half inches on her waist, as well as the excess body fat in a quick 3-month period is no common trick, but a result of her religious sessions of FMS, Endermologie, and eventually Ultrashape to "bust off" and sculpt her waist back to beauty-queen form.

WAS NOW 31.5" WAIST 150 LBS

FMS, Ultrashape, Endermologie and Physique are among the many non-surgical weight- and inch-loss options available at Marie France. Call 894-BODY (2639); Cebu (032) 233-7637; Pampanga (045) 961-2991 for a FREE consultation to find out which will best suit you.

LOWER COST OF ELECTRICITY IS THE NEED OF THE TIMES

Electricity Rates in Manila Must Go Down

The challenge is for MERALCO to rise to the occasion.

Mahal Ko Bayan Ko, an advocacy group for good governance and responsible citizenship, strongly supports the government's initiative to call on MERALCO to lower its electricity cost. LOWER COST OF ELECTRICITY IS THE NEED OF THE TIMES.

A Public Utility Company Is Not Just Another Company.

It supplies ELECTRICITY that is vital to our daily life, to our community, to our economy and to our country. Lower electricity cost attracts investments which makes us competitive with our ASEAN neighbors and thus create more jobs.

We stand by the government's efforts in its on-going investigation of everyone concerned in the energy sector. We commend the act of President Arroyo in the lowering of National Power Corporation's generation charges to MERALCO.

We support the following petitions to the Energy Regulatory Commission:

1. That Meralco should not purchase electricity during peak hours from the Wholesale Electricity Spot Market – because the higher cost of buying during peak hours is being passed on to consumers.
2. That Meralco should not be allowed to charge its consumers the losses incurred by its system
3. That the National Transmission Corp should give households and power-intensive industries beneficial rates for the cost of power distribution – to ensure overall lower electricity rates.

WE likewise join calls for the break-up of monopolies like MERALCO, similar to the water utility and the telecommunications industry by private investors – NOT government.

It is time that the electricity business be made more socially-responsible and attuned to the developmental goals of the entire country.

Now is the time to practice the Pinoy virtue of PAKIKIRAMAY.

We APPEAL TO MERALCO to rise to the challenge... to the need of the times – LOWER THE COST OF ELECTRICITY.

citi

We take rebates even further —

Get 5% Rebate on your Fuel Purchases.

Save each time you load up with the new Shell Citi Visa credit card. With the best fuel rebate yet, you easily get 5% fuel rebates everytime. Cut back on fuel costs by calling 423-3080 or visiting www.citibank.com.ph.

Go even further with the new Shell Citi Visa.

make it more

For the last 50 years, we have supplied generations of Filipinos with their footwear.

LAST YEAR ALONE, OUR CUSTOMERS BOUGHT FROM US OVER 21 MILLION PAIRS OF SHOES.

That adds up to over a billion pairs over the past decades. From shoes to fashion, to malls and supermarkets, and to residences, financial institutions and tourism. As we have grown, so has the number of our customers.

No wonder we can say with pride that for the last 50 years, SM has been Serving Millions.

Alternative to violence: Running priest extols 'Ka Bel'

ETHEREAL Mourners at the funeral of Crispin Beltran outside the church on Tali Avenue where his body lies. [illegible]

BUSHONG PILOT FR. ROBERT Reyes yesterday extolled the late Anakpawis party-list Rep. Crispin Beltran, and said that by his life and death, he offered a new alternative to the "violence of greed and power."

"Where the seed of enemy seems to explode with either senseless violence and equally violent thoughts, feelings and language from 'shoot to kill,' 'bomo' and 'remove the death penalty,' a man dies and ironically, in death, offers an alternative to violence: vulgarity, poverty and simplicity," he said in an emotion-filled statement.

Reyes, now with the Hong Kong-based Human Rights Commission, said that Beltran left "a legacy of nonviolence and nonviolent witness."

"We died a poor and simple politician. He died regaining his own leading role! He died working, serving and not being served," he said.

Challenge

"Ka Bel's full term as a lame' elector episode that ended one life but embedded a challenge which may yet be the solution to the carefully camouflaged violence of greed and power," he added.

Beltran, 75, who championed workers' rights throughout his life, died on Tuesday from injuries after falling from the roof of their house while trying to repair a leak.

Reyes, who recalled meeting Beltran in several protest rallies of the 'edsa poss,' said that by his simple life and manner of death, Beltran was sending a message that cuts across religion, class and ideology.

"Workers are quickly constructing, militarists as well. Oppressors and rulers cannot be neutralized, not a militarist but reserve a simple and poor man is passing by, no less concerned and committed to changing and rejecting the unprofitability, bypassing insanity and sheer inhumanity of the love and worship of power and wealth," he said.

'Passing by'

"The simple, poor, once taxi driver turned worker leader is passing by. I salute him and more I allow him to challenge and even change me or be similar and power for a freer, less violent and more just Philippines," he added.

Beltran's legacy has not been lost on his colleagues, who not only extolled his life but also agreed to grant financial aid to his grieving family.

Iloilo Congress Rep. Eufrosino Cuenaldo on Wednesday night moved that all members of the House shell out P5,000 each for the family of their deceased colleague. The was unanimously approved.

Passing the hat

The is on top of the P5,000 that the minority bloc is collecting from its 23 members, she said.

The Bonifacio would cover the unpaid hospital bills of Beltran, as well as his funeral expenses, including the cost of transporting his body to Albay and back to Manila, according to Cuenaldo.

"This is small compared to the contribution to Congress and to the Filipino nation," she said in a phone interview, adding: "His family needs it more than anyone else in Congress at this point in time."

Cuenaldo also appealed to her richer colleagues to give more to the family of Beltran, who was the poorest in the chamber and lived in a rent-gaged house in San Jose del Monte, Bulacan until his death.

PASS NOW, AMEND LATER

Lawmakers say they're keen on extending CARP

By TJ Burgonio

A CONSENSUS IS GROWING AMONG legislators on the need to pass a bill extending the life of the Comprehensive Agrarian Reform Program (CARP) before Congress adjourns its regular sessions—and introduce reforms in the program later.

Both administration and opposition congressmen have agreed in principle to approve House Bill No. 6077 before the first regular session of the 14th Congress ends on June 13, Isabela Rep. Edwin Ongsiako Angeliso said yesterday.

"Yes, there's a consensus to pass it," Angeliso told reporters after a press forum.

Both Rep. Aurelio Gonzalez and South Cotabato Rep. Darlene Custodio had said there was an agreement among lawmakers to pass HB 6077 before Congress adjourns, and pass a separate bill for reforms to it in the second regular session.

"Definitely, the House is set on passing the CARP extension," Custodio said Wednesday.

Both chairmen of Congress ag- hand pressed to pass the measure before CARP spiraldically its land acquisition and distribution (LAD) component, expires on June 10 after 20 years on the law books.

Door is open to go

Some 3.1 million hectares of agricultural land remain to be distributed to their tenants throughout the country.

HB 6077 seeks to extend the LAD by five years, appropriate at least P150 billion to cover the extension, and increase the allocation for support services for farmers from 25 to 40 percent of CARP funds.

Angeliso, a member of the House committee on agrarian reform, said even lawmakers critical of CARP had agreed to approve the measure.

"There's a certain group who had said CARP was ineffective and imposed unwarranted changes made to it, for instance, Cebu Rep. Pablo Garcia has many ideas about that. He's willing to have it extended, and immediately after that, we will dwell on the more substantive amendments," he said.

Some landowners among the lawmakers are keen on introducing amendments to CARP such as allowing farmland to be used as collateral for loans and exempting input and agro-industrial estates from CARP coverage.

Senate may be problem

But even if CARP is extended by the House, the Senate may not be too accommodating after Senators Jinkee Arroyo said Joint House-Senate hearings were used to extend the program.

"That's the position of the Senate... so we have a problem there," Angeliso said.

Thirty-three Catholic bishops, meanwhile, called on Congress to see beyond the imperfections of the agrarian reform law and extend CARP another 10 years to complete the distribution of the land that had yet to be distributed to farmers.

Bishops weigh in

Cagayan de Oro Archbishop Antonio Ledesma, chair of the Catholic Bishops' Conference of the Philippines Sectoral Rural Congress 3 executive committee, said at yesterday's celebration of CARP's 20th anniversary that while the CBCP did not have the leading role in the issue, it was lending its "moral support" to the cause.

"We lend our moral support to [CARP extension] despite the many perceived limitations. But this will be the challenge to make further reforms in the law," Ledesma said.

With a report from Beverly T. Nicolas

Schools buck new nursing curriculum

NOLI WITH KUWAITI EMIR
Vice President Noli de Castro, also the presidential adviser on Overseas Filipino Workers, confers with Kuwaiti Emir Sheik Sabah al-Ahmad Jaber Al Sabah as plead for the life of Mae Vivina, the Filipina who has been convicted and sentenced to death for the murder of her six-year-old ward. De Castro, who visited Kuwait recently, also expressed the Philippine government's gratitude to the Emir for sparing the life of Marilou Navarro, another OFW who faced the death sentence earlier.

By Kristine L. Alave

THE LARGEST CONSORTIUM of private schools yesterday demanded that the Commission on Higher Education (CHED) immediately stop implementation of the new nursing curriculum, saying its imposition was done without consultations and the curriculum posed too much of a burden on students.

The Coordinating Council of Private Educational Associations (Coropeа) described CHED's Memorandum Order No. 5 released last month which directed nursing schools nationwide to add new subjects and increase hospital hours for students starting this school year, as a "disastrous" policy that would do more harm than good.

The order had added 20 units and 540 more classroom hours to the nursing curriculum's 160 units. Students hours would also increase to 2,781 hours from the current requirement of 2,142 hours, Coropeа said.

CHED said the new policies were aimed at further honing students' technical knowledge and skills, making them more competent and competitive to employers.

Undue to students

But Coropeа said the imposition of additional subjects was unfair to schools and students.

It also accused CHED of failing to consult schools and colleges about the new policies. "Due process was clearly not observed," the organization said.

Fr. Rod Salvano Jr. SVD, Coropeа chair and president of the Catholic Educational Association of the Philippines (CEAP), urged the suspension of the order until after all stakeholders had discussed ways of improving nursing education.

"We are opposing [CHED's] suspend the implementation until we have scrutinized in depth and at length how we can truly improve the quantity and quality of the nurses we educate," Salvano said.

The additional units would also increase the financial burden of students and parents and cause a logistical problem to hospitals and colleges, the group said. It pointed out that there might not be enough hospitals to satisfy students' need for hands-on learning.

"We have barely two months to go before the academic year will start and we, in bench of our respective institutions and educational associations, feel that the implications of the proposed changes to curriculum are too heavy for our education set system to implement this smoothly," Salvano said.

Coropeа officials said implementation of the curriculum may prompt many students to discontinue pursuing nursing careers.

Fr. Joel Tabora SJ, CEAP regional director and president of the University de Saga, said, "It is a disastrous policy. It will make us sloppy and will force students to drop out."

Coropeа is composed of 2,500 schools, colleges and universities.

WILL JOE DE V TESTIFY?

Senate report on ZTE waiting for new witnesses—Cayetano

Blue Ridge, 7th fleet flagship, makes call

By Dona Pazzibugan

A SENATE REPORT ON THE LEGALITY investigation it conducted into the illegally exempt $329 million national broadband network project with Chinese telecommunications giant ZTE Corp. could be ready in two weeks.

Sen. Alan Cayetano, chair of the Senate blue ribbon committee that headed the joint inquiry, has decided to postpone issuing a preliminary report, saying he wanted to wait for witnesses who can directly link the First Couple to the bribery and overpricing scandal.

He said Pangasinan Rep. Jose de Venecia Jr., the former House Speaker who has severed ties with President Macapagal-Arroyo, and another unnamed witness he sought out by former congressman Rolex Suplico have yet to make up their minds whether to testify before the Senate.

Cayetano said the pictures presented by Suplico's witness showing the President and her husband, Jun Miguel Arroyo, playing golf with ZTE officials in China first months before the $329-ZTE contract was approved were important.

De Venecia and resigned elections chairman Benjamin Abalos were expectedly also on the golf meeting.

"Right now we cannot come up with a report, [as it] preliminary or be it as interim report, because a whole new angle of the President meeting with [ZTE officials] several months before the deal was signed came into play," said Cayetano.

"It gave us reason to want our self-imposed deadline. You could say that it is effort delayed [the report] but actually it will make it more complete. I know for a fact that there are witnesses who have direct involvement as if they come out the report would really change," he said.

Senate Majority Leader Aquilino Pimentel Jr. said Cayetano was hoping De Venecia would make up for the reported disappearance of Suplico's witness.

"De Venecia's appearance before the blue ribbon committee will be meaningful because he's one of those deeply involved in the negotiations with ZTE," Pimentel said.

De Venecia had a falling-out with the President after his son, Joining project proponent Joey de Venecia III, implicated Arroyo and later, even the President, in what he said was an overpriced deal with ZTE.

Pimentel said De Venecia would be aware that the risks being questioned by senators not only about his role in the NBN-ZTE deal but in the bigger Northrail project which is also covered by a loan deal between the Chinese and Philippine governments.

"That's the risk. It's up to him to decide," said Pimentel.

Last month Cayetano announced his committee would be coming out with its preliminary findings and recommendations.

He said that based on testimonies so far, there was no evidence directly linking the First Couple to irregularities in the NBN-ZTE deal.

By Cynthia D. Baluca

THE USS BLUE RIDGE, 7th flagship of the US Seventh Fleet, arrived in Manila yesterday on a three-day port call and humanitarian mission.

"We welcome the visit of the USS Blue Ridge. It is a great opportunity to further develop our partnership with our friends and colleagues in the Philippines," said US Ambassador Kristie A. Kenney.

A flagship carries the flag and commander of the fleet, in this case, Vice Adm. William Douglas Carnahan.

The Blue Ridge is carrying food, clothes, toys and medical supplies for the Department of Social Welfare and Development to distribute. Its crew will also help build homes in Ormoc following storms in Western Visayas.

In observance of US Memorial Day this weekend, the officers and crew will visit the American Cemetery at Fort Bonifacio, Taguig City, where US military personnel are buried or for their sacrifice in World War II.

The enlisted beneath their band will give out free concerts at Robinsons Midtown mall in Ermita, Manila, today at 6 p.m. and at Mall of Asia in Pasay City on Saturday also at 6 p.m.

Ayala land in Calatagan to be seized

THE DEPARTMENT OF ENVIRONMENT and Natural Resources yesterday moved to implement a 20-year-old Supreme Court decision ordering the distribution to farmers of land owned by the prominent Zobel de Ayala family in Batangas.

The property up for allocation refers to the 2,800-hectare land managed by the Ayalas in Calatagan, Batangas.

The land is part of a 12,000-ha property, formerly a sugarcane plantation, that was exempted from coverage of the Comprehensive Agrarian Reform Program.

But a 1985 decision of the Supreme Court ruled that 2,600 hectares of the property be distributed to farmers.

Environment Secretary Lito Atienza yesterday said that the land has yet to be distributed despite a writ of execution the high court issued in 1988 to enforce its 1985 decision.

The Ayala family moved to quash the writ but the Supreme Court denied the petition with finality in July 1998.

"Sec implementing the writ is a clear example of bureaucratic inertia/delay causing a lot of problems, especially when the poor are deprived of their land," Atienza said in a statement yesterday. Jocelyn S. Uy

Horses from Australia clear Subic Customs

By Jeannette I. Andrade

THE 13 HORSES FROM AUSTRALIA seized at the Subic Bay Freeport early this week on suspicion they had been smuggled to avoid higher taxes had their papers in order, the Bureau of Customs said yesterday.

The Presidential Anti-Smuggling Group (PAGG), however, is continuing its investigation into the importation of the animals. (See related story on Page A19.)

Customs Commissioner Napoleon Morales told reporters the shipping documents of Peliandra Sevilla Jr. of Discoverer Trading appeared to be in order.

"It would seem [the load] all the necessary documents needed to import the horses," Morales said.

Morales said the US$800 declared value per horse corresponded to the value of such horses on the Internet.

The customs team examined 10 horses but the PAGG insists they are racehorses.

The horses were first held at the freeport but have since been brought to Jade Farms in Batangas, the registered importer.

Morales nevertheless revoked Sevilla's and Jade Farm's importer Mr. viewers. Interviewers to provide the customs bureau a copy of the shipment particulars to determine if there was a lapse on the part of officials when they released the cargo.

He said he was leaning to the theories of Animal Industry the task of determining if the horses are for breeding or for racing since it "is their line of expertise."

The documents showed the horses worth US$800 each were imported from Cirqois Bennet International Horse Transport Pty Ltd in Rosebery, Victoria, Australia, and consigned to Sevilla, who has his office in Mandaluyong City "for breeding purposes."

The documents showed a declared customs duty of P6,171,72 and value-added tax (VAT) of P42,796 for a total tax payment of P53,730 per horse.

Reyes testifies in Magdalo trial, claims vindication

THE SO-CALLED "UPLIFT Greenlease," a military offensive plan against the Rubik stronghold of the separatist Moro Islamic Liberation Front, was a fake document obtained by rebel soldiers involved in July 2003 failed coup, said Energy Secretary Angelo Reyes Jr. in testimony before a Makati court yesterday.

Armed soldiers, who styled themselves as the Magdalo group, seized the Oakwood Premier Hotel at the Ayala Center on July 27, 2003, denouncing corruption in the military and demanding the resignation of Reyes, the defense secretary at the time, and other top military officials.

The rebels accused the government of ordering the bombings in Davao City in 2003, listed plans supposedly concocted in Upland Greenhouse.

Reyes took the witness stand in yesterday's continuation of the coup client hearing against the rebel soldiers implicated in the failed coup. (See: Interest in the Oakwood mutiny)

Media barred

As in previous hearings since the November 29 walk-out of the accused, members of the media were barred from entering the courtroom.

Defense lawyer Ernesto Francisco Jr. grilled Reyes for more than two hours concerning what he knew of the 2003 offensive on the Rubik complex in Pikit, North Cotabato, the development of the Lipusan march, the supposed oath of secession to the MILF by the military, and the oil exploration activities in Mindanao.

The rebels, led by now Sen. Antonio Trillanes IV, claimed that the offensive on the Lipusan march was commenced in nature and not to drive out remnants of the Renggan kidnap gang.

State prosecutor Ridael Kakilan pointed out that the document, which was supposedly signed by then adviser to the peace process Eduardo Ermita, contradicted Ermita's role as peace adviser.

"The document was supposed to have ordered the Davao City bombings, which was contrary to Ermita's role as [illegible] peace adviser," Kakilan explained.

"I feel vindicated that finally the truth is coming out... Upland Greenhouse is a fake document," Reyes said.

"They were asking for a prosecution for supposedly ordering the bombings, but there is nothing more outrageous than that," said Reyes in a subsequent interview with reporters.

Francisco rejected Reyes's denial of the authenticity of the Upland Greenhouse document.

"It is never a false document, how do you explain that what was written in the document predicted such happenings? The source confirmed the document," Francisco pointed out.

Francisco said Reyes confirmed that the Rubik offensive was to clear the area of kidnappers so that it could be developed to make way for a planned commercial as an oil exploration project in Sultan Sabarongsa.

Grievances

"He confirmed that it was not to chase after the Renggan gang, but to develop the north," the lawyer explained.

Protestors said the Magdalo soldiers were only espousing public grievances over the oversight in the officials and that many civilians died in the process.

"As I've said before, the soldiers were at Oakwood to express only the irregularities and grievances," he said. — Aida M. Astudillo

The Daily Gospel

Friday, May 23, 2008
7th Week in Ordinary Time
1st Reading: Jas 4:6-12
Gospel: Mk 10:1-12

Jesus left Capernaum and went to the province of Judea, beyond the Jordan River. Once more crowds gathered around him and once more he taught them, as he always did. Some Pharisees came and, to test him in the net with this question, "Is it right for a husband to divorce his wife?" He replied, "What law did Moses give you?" They answered, "Moses allowed him to write a certificate of dismissal in order to divorce."

Then Jesus said to them, "Moses wrote this law for you, because you are stubborn. But in the beginning of creation, God made them male and female. And because of this, men shall leave father and mother and be joined to his wife, and the two shall become one flesh. So they are no longer two but one body. Therefore let no one separate what God has joined."

When they were indoors at home, the disciples again asked him about this and he told them, "Whoever divorces his wife and marries another commits adultery against his wife, and the woman who divorces her husband and marries another also commits adultery."

Commentary:

Rudolf Schnackenburg writes: "Jesus' attitude to divorce is not based on a particular law, or on reasons of self. A wife was not to marry because of a man's property, and was subject to being cast aside when no longer wanted.

Jesus restores this gift and gives to the dignity of woman. He does so clearly and distinctly. The teachings of the Church remain Jesus' teaching in this matter. While cases of abuse might lead to legitimate separation of the spouses, the ideal set of Divine Creator could assemble the covenant entered into before God.

This fundamental teaching safeguards [illegible] the building block of Church and civil [illegible].

Interim correspondents Bambinay [illegible] Ofelia Cabrera [illegible] Quezon City, [illegible] Ateneo [illegible] Loyola Heights, Quezon City. E-mail: [illegible]@yahoo.com.ph

PRESIDENT GLORIA MACAPAGAL-ARROYO PUSHES POWER REFORMS ANOTHER STEP FURTHER WITH ENDORSEMENT OF INTERIM OPEN ACCESS

Proposals to amend the Electric Power Industry Reform Act (EPIRA) were filed in both houses of Congress with the view to accelerating retail competition and open access by lowering the required privatization threshold and removing the requirement for the TRANSCO concessionaire to secure a Congressional franchise. Such efforts were opposed by power industry participants and other significant sectors in the Philippine business community. While it was conceded that the intentions underlying the foregoing legislative initiatives are indeed commendable, serious apprehensions were expressed that introducing basis legislative changes at this point in time when the positive results of the EPIRA's reforms are beginning to take shape may only negate the momentum that has already been achieved. Moreover, the tedious and potentially disruptive process of amending the EPIRA may create considerable uncertainty among present and prospective investors which could slow down the privatization process that has picked up speed in the last 18 months, erode the gains of the last few years, and create an impression that the Philippine power sector is not serious about reforms after all.

In the meantime, industrial and other large power consumers have requested that the implementation of retail competition and open access be accelerated within the framework of the EPIRA. In response to the clamor, the option to directly choose the power supplier that can give the most reliable service at the most competitive rates was granted, initially, to large power consumers. The DOE continues to address this concern by continuing to explore other initiatives that will enable a greater number of consumers the same opportunity of choice.

During the Energy Summit held in January 2008, President Arroyo emphasized the need to take action and introduce the early implementation of open access to mitigate the high cost of electricity which is affecting Philippine competitiveness in the world market and hurting the country's ability to attract more business. In this regard, she urged that industry players, particularly private generation companies and distribution utilities, should cooperate to find solutions to implement accelerated open access.

In answer to this call, a number of electricity industry participants have expressed their willingness to voluntarily implement retail competition and open access notwithstanding the non-fulfillment of the pre-conditions imposed under Section 31 of the EPIRA. There is an emerging view that open access can be implemented early and still be consistent with the policy intent of EPIRA. Mitigating measures and other similar safety nets will, however, have to be established before Interim Open Access can be implemented, to ensure that there is a level-playing field with sufficient participants in a truly competitive market where no dominant player/s can enjoy undue advantage.

In Agreement:

The electricity industry will soon be empowering eligible consumers to choose their supplier of electricity in a competitive environment.

PAID AD

Australia hikes aid to RP to P4.4B

By Cynthia D. Balana

AUSTRALIA HAS increased its official development assistance (ODA) to the Philippines to P4.4 billion (AU$109.3 million) for fiscal year 2008-09, an increase of nearly nine percent over the previous year, the Australian embassy in Manila announced yesterday.

The embassy said the increased amount makes Australia the Philippines' second largest bilateral partner and demonstrates it still the largest.

Managed by the Australian government's agency for international development, AusAID, Australia's ODA in the last decade has totaled more than P35 billion (about A$678 million).

"Australia has long been a strong development partner of the Philippines, with our development cooperation program going back to the 1950s," said Australian ambassador to the Philippines Rod Smith. "Over the years, the Philippines' aid program has become one of our largest globally."

Smith said the Australian government's 2008-09 budget laid the foundation for Australia to implement its long-term commitment to increase its global ODA to 0.5 percent of Gross National Income by 2015-2016.

He said that Australia's aid program in the Philippines was renewed on three focus areas: economic growth, basic education, and national stability and human security.

"Australia will continue to work with the Philippines to pursue necessary economic reforms, sustain fiscal discipline and macroeconomic stability, and strengthen planning and management of infrastructure investments," Smith said.

In the last two years Australia supported improved budget planning in the form of forward estimates, a paper on budget strategy and better performance management of government spending.

infrastructure projects, Smith said.

In the last two years Australia supported improved budget planning in the form of forward estimates, a paper on budget strategy and better performance management of government spending.

Award winning US-based consulting firm seeks
Christian-owned Call center partner to serve its #1 European customer.
Contact me at
In Manila
May 15 through June 2
Intercontinental Hotel
Sales Executive
Innovators in Revenue Growth

OFWs get Smart awards

THE WINNERS OF the "Smart Pinoy OFW Grand Balikbayan sa Nasa" received their prizes in a ceremony held at the Nicoy aquino International airport's special lobby o...

The event marked the culmination of the three-month activity spearheaded by Smart Communications Inc. in partnership with the Manila International Airport Authority, which ran from Feb. 15, 2007, to Feb. 15, 2008.

The winning list of 136 overseas Filipino workers from various parts of the country was drawn on Feb. 28.

Grand-prize winner Mary Kathleen Clare Rivera, a flight attendant based in Dubai, won a brand-new Isuzu Crosswind 4X4 Limited Edition.

Those were also:

• 25 winners of NOW Magic Ring microphones, including Arlene Pineda and Ms. Angelica Garcia, who worked in Dubai and kept in touch with their Smart kids through their Smart cell phones.

• 38 winners of Smart SBO computer packages featuring a free computer and Internet access, including Avalon del Rosario, who worked in a department store in Dubai for two years, and Ms. Victoria Lazaro who vacationed in a Greek luxury liner for eight months.

• 38 winners of PhilAirtime Mini, including Judith Hakim and Randyn Bonoro, who vacationed in Malaysia for four months and bought her first Smart SIM upon her return.

• 38 winners of Smart e-Load businesses, including Wilma Ordinola and Magalyn Tubil.

Smart has logged 33.6 million e-wallet withdrawals as of end March 2008, the company said in a statement.

Cook 'American Idol' by surprising landslide

From page A1

Bryan-song arc, with Collective Soul's "The World I Know" as his pick for a coloring-song. He also sang U2's "I Still Haven't Found What I'm Looking For" and the power ballad "Unsung Boy," his choice from the song-writing contestant's entertaining finalists.

British judge Simon Cowell declared that Cook's choices had outdo him and told Archuleta that he'd scored a "knockout" in the boxing-themed performance finale.

But just before the winner was announced, Cowell mellowed remarkably harsh, it indeed. He offered Cook an apology. (See related story on Page A2.)

Record 97.5M audience vote

Pundits had complained all season that, while the talent was solid this year, the entertainment quotient dropped...and ratings had too, for a massive average of about 8 percent.

But the final contest turned that into, with viewership for Tuesday's show up 3 percent over last year, the network said.

That provided a frenzy with a record 97.5 million audience votes cast by phone and text. Last year's total vote count was 74 million.

Rockies picked Cook

While Archuleta was showered with praise by the judges all season, online bookies and others were kept the faith with Cook. One website, which tracks betting signals on the corporate phone lines dedicated to each contestant, projected him the winner correctly Wednesday morning.

By every "Idol" standards, being rebellious turned out to be worth the gamble for Cook, whose hip and socially-style and ability to work the camera with a soulful gaze also proved to have overwhelming appeal.

Archuleta was the prodigy who consistently dazzled the show's judges and thrilled screaming young fans. He would have been the youngest "Idol" ever if he'd won, nearing last year's winner Jordin Sparks by mere days.

The teenager seemed to find the emotion the show brought him overwhelming, often appearing to be speechless in the face of praise, but he was consistently professional onstage, with dulcet tones and poise that belied his shyness and tender age.

Stage father

Archuleta also became the focus of controversy when his father, Jeff, was reportedly getting too heavily involved in his son's schedules and was asked by the show's producers to back off.

Archuleta made the most of his season's entire on Tuesday with Elton John's "Don't Let the Sun Go Down on Me," the inspirational ballad "If This Weren't" and a reprise from earlier in the season of John Lennon's "Imagine."

After learning Wednesday that he'd lost, Archuleta appeared cheerful and unfazed, praising Cook and gushing in teen-speak about performing with Bryan Adams ("That was really cool," he said, giggling).

"I just believe I made it this far. I didn't think I would make it past the Best round, for Pete's sake," Archuleta said.

Asked about his plans, the teenager said he would try to keep education in the mix because of the uncertainty for anyone of a lasting music career.

"People can have a few years of performing" then have to turn to something else, he said.

Songs from runners-up

During the show, viewers got songs from runners-up including Syesha Mercado, who dueted with Reid on his song "Waiting for You," and a solo on "Hallelujah" by dreadlocked Jason Castro.

Other "Idol" crossovers and same-based pairings: Cook with DJ Tay, Archuleta with OneRepublic, Bryan Adams with the top six male singers and Brooke White with Gustavo Noch.

"Brooke looks so much better than Gregg," Noch quipped backstage, referring to hairdresser David Cranley.

The Jonas Brothers got the stage to themselves for a performance. George Michael wrapped up the night, and was joined onstage by all 12 finalists for a medley of his hits.

'Still a crapshoot'

Cook said it was an honor to share the stage with Archuleta, who Cook said had more talent at 17 "than I know what to do with at 25."

What does Cook think the "Idol" win will bring him?

"I actually walked into this with no expectations and I'm walking out of it with no expectations. This show is a springboard," he said. "But it's still a crapshoot."

AP

MOMENT OF TRUTH David Archuleta (left) and David Cook (center) wait to hear Ryan Seacrest announce the winner of "American Idol" during the season finale on Wednesday May 21, in Los Angeles.

THE FINALE NOCKS The big night bursting with high energy makes up for what had been described as one reason of "American Idol" that ma sa'las and lifeless. Performers include Paula Abdul, Filipino jurror Ryan Seacrest and Randy Jackson.

THE WILLIAM HUNG OF ATE SEVENTH SEASON Ronnie Lazar in his trademark leathers and other superlatives to cheerful judge Simon Cowell during the finale that's full of big stars and polished performances. Cowell turned heroes to David Cook for casting him as an ipis-nuo to Archuleta the night before.

PINOY IN THE SPOTLIGHT Filipino Ramiele Malubay and the other 11 finalists performed for the packed audience at the Nokia Theatre in Los Angeles.

Simon says sorry, admits he was disrespectful

LOS ANGELES—SO, SIMON COWELL knows David Cook would win? Or was he—gasp!—just being nice?

Right before last Sun(e)day(ter) announced Cook as the next "American Idol," Cowell issued an uncharacteristic apology to the clever 26-year-old rocker for demeaning him during Tuesday's final performance show.

Cowell went so far as to say that the remarks he made the night before in the future "Idol" winner were "verging on disrespectful."

"When I went back home and watched it, it wasn't quite as clear cut as we called it," the judge said to the final two contestants.

Cowell congratulated and praised both Cook and runner-up David Archuleta, the only 17-year-old crooner from Murray, Utah. Cowell even revealed that "for the first time ever, I don't really care who wins."

Such statements came as a surprise to many after Cowell heaped huge amounts of praise on Archuleta and said far won the competition by a "knockout."

Cowell, the 48-year-old acerbic Briton, was very strong. Cook overcame Archuleta with 11 million more votes.

Rare gem

"I didn't really know if the apology was warranted," Cook later told reporters backstage. "I thought what he said was an opinion and nothing more. It's an point did I feel disrespected. Yeah, I'm appreciative of the fact that he decided to apologize. An apology from Simon is a pretty rare gem."

It's not the first time that Cowell had been slate during the show's seventh season. The resident grinch gave the thumbs-up during the audition round to a young mother who had a rare issue on life after a terrible car accident but no real shot at cracking the finalists' ranks.

Then again, any act of Cowell kindness would seem significant following the outrage he provoked during sixth season tryouts.

"I'm glad he apologized to Cook because I don't think anyone realizes how much work we put into this, and how it's not like we just learn the song the day before," Archuleta said in the press room.

"We just love to be able to share what we love to do with everyone."

Michael, Summers, Adams light up finale

LOS ANGELES—ON A NIGHT WHEN "American Idol" viewers were focused on two young singers named David—Cook and Archuleta—the live singing competition's seventh season contestant had plenty of appearances from a few older idols.

Perhaps the most notable was a George Michael medley served for the very end, featuring Michael himself and the top 12 "Idol" finalists.

Among the duets: Cook performed "Sharp Dressed Man" with his Les Paul guitar alongside 22. Top before being crowned runner-up Archuleta was teamed up with Clarkesville's Jon "Speedy" Peter Gabriel & rabbit Jourdan Mercado joined beat on his song "Waiting for You." And Graham Nash and Brooke White went acoustic on "Teach Your Children."

Nash...of Crosby Stills and Nash fame—praised White's backstage and proclaimed that the fifth-place finalist was ready to go the next level. But no Cook was crowned as the latest "Idol" winner, Nash said he thought Archuleta would take home the title because he "poured his heart and soul" into his rendition of "Imagine" during Tuesday's final performance show.

What would I do to protect myself from cervical cancer?

Everything I can

If you think cervical cancer and related diseases can't happen to you, think again. They're caused by certain types of a common virus called HPV. And 5 out of every 6 new HPV infections occur in women aged 15 to 26.

In the Philippines, according to the 2005 Philippine Cancer Facts and Estimates published by the Philippine Cancer Society Inc., cervical cancer was the second leading cause of cancer death in women in 2004. In 2005, 7277 new cases and 3967 deaths due to cervical cancer were estimated to have occurred. This meant that there were approximately 10 Filipina women deaths each day due to cervical cancer.

Did you know that there are several ways to help prevent cervical cancer and other diseases caused by HPV? These are things you can do now to help protect your future.

Learn everything you can.
Do everything you can.
Talk to a doctor today.

For more information go to
www.everythingican.com.ph

MSD

ISSN 0116-2442 PHILIPPINE DAILY INQUIRER Vol. 23 No. 138

OPINION

Send letters/documents/op-ed: Website: www.inquirer.net/opinion

Text us your feedback: Inquirer opinion newsdesk/message to 2337 (Globe) or 918 (Smart)

A cry for help

LISTEN TO DISTRAUGHT EMPLOYEES OF THE National Economic Development Authority: "It is time for Neda to confront the blows to its integrity and credibility. Neda has been dragged through the filth of this controversy surrounding the 'NBN-ZTE Scandal,' and its reputation severely sullied."

We can measure the depth of their frustration in the handwringing fact that they issued a statement—as an **EDITORIAL** active and pointed one, with direct political consequences.

But we can gauge the limits of their course of action in the nature of their appeal—it is a call for bold decisions, but decisions to be undertaken by others, mainly by Neda's "top management," and also by the houses of Congress.

In issuing the unprecedented statement the other day, the members of the Organization of Neda Employees, or One, put the spotlight back on the decision-making that led to the controversial awarding of the National Broadband Network project to Chinese firm ZTE.

"For months now, with blind allegiance, we have been complying with the gag order and meekly bearing the pain of persecution and harassment from legislators, the media and the general public. Despite knowing that information is key to the public's understanding of this institution's functions and processes, top management has chosen to keep silent and inactive."

This denunciation is an indictment of the culture at the top of the country's economic planning agency, whether it is a culture of obstinance or a culture of silence. Neda's former head, Romulo Neri, has strikingly or unwittingly served as the perfect illustration. But the sharp words are also a reflection of the frustration the employees labor under: a gag order, "persecution and harassment" even from the "general public" (which we suppose refers to the clichéd many people feel for what is perceived as a feckless, rubber-stamp agency) and, our fears, the stonewall of organization.

"Time and for all, we, concerned Neda personnel, have decided to initiate action, to speak up and to defend our honor. We want the public to know that we have faithfully and honestly performed our duties and responsibilities while adhering to the highest tenets of public ethics."

They are right, of course. The public must know whether Neda did its job truthfully, honestly, robustly. To most that need. One calls for the disclosure of "pertinent official Neda documents on the NBN." Indeed, this is the call to action that landed in the news. But One also calls on top management to defend employees unfairly maligned, "such as the case of Ms. Florance G. Ignacio," the Neda official recklessly accused by Sen. Jamby Madrigal.

In other words, the Neda employees are circling the wagons against all comers, not just an aggressive Executive but also a share from the big opposition. Aside from One, we propose that another support mechanism be established in aid/protection of Neda personnel subject to such attacks. Let this be a warning that we shall not take this sitting down."

Not least, the employees also call on "top management and management staff" to pursue a legislative charter that will guarantee Neda's independence "as provided for under the Constitution."

Well and good, although we must point out that the Arroyo administration has not yet met a constitutional provision it does not think it can bend to suit its purposes.

In other words, independence is not merely a matter of black-letter law, something granted once and for all time; it is also a matter of personal character, something each of us wills into being.

Thus, the Neda employees' transparent faith in institutions—top management, legislative mandate, constitutional guarantee—is an admirable republican virtue, but it is hardly the only one. It must be matched by the action of conscientious citizens, a responsive public opinion, a responsible press.

Indeed, democracy works only when it is founded on moral virtues. Character makes community. That makes the choice before Neda employees stark: If top management declines to release the necessary documents to the public, are they ready to do it themselves?

Publisher Isaac Belmonte
Editor in chief Letty Jimenez-Magsanoc
Managing Editor Jose Ma. D. Nolasco
Associate Editors Rolando S. Tolentino, Rosario S. Garcellano
Opinion Editor Amelia V. Bayot
Associate Editors Artemio T. Engracia Jr., Ching Ang-Po Cruz (services), Nicolo Pulanco
Chief, News Desk Ruben D. Almario
Regional Editor Florentino B. Bocalbos Jr.
Associate Editor Juan V. Gatbonton Jr.
Editor in Consultant Armando Doronila
Chief Photographer Raul S. Gonzalez
Art & Design Director Lyndi A. Villaluz

Board Chairman Marixi R. Prieto
President Alejandro Prieto-Romualdez
Senior Vice President for Sales and Marketing Ernesto M. Rodriguez
Vice Chairman/Treasurer Felipe S. Duazo
Officer-in-Charge Emily Sweet R. Tan

Registered
Trade name and trademark of
Philippine Daily Inquirer
Copyright and trademark © 2008 Philippine Daily Inquirer
All rights reserved. Reproduction in whole or in part without permission is prohibited.

The real Solomonic solution to the power mess

As I See It

Neal H. Cruz

IN THE CURRENT FIGHT TO LOWER POWER rates—everybody's for high for a poor country like the Philippines—all of the protagonists point to one method to make the rates low and give up part of their share of the loot that drives the rate up. President Macapagal-Arroyo ordered the National Power Corp. to refuse further to purchased power adjustment (PPA). Then she asked Meralco to give up its system loss charge, its distribution charge. But Imbalo to corporate income tax, the surveillance duds with its sister companies, and cross-ownership. Meralco wants the government to give up its royalties on natural gas and the value-added tax (VAT) on oil. But all of these want the consumers to pay for all these, and the consumers have no choice but to pay and yet all they want is to have some of their hard-earned income left for food and shelter after paying their electric bills.

But look at what happened before. When President Arroyo first removed Ramos to lower to 70% to 50.46 per kilowatt-hour, Napocor almost went bankrupt. Napocor lost P85 billion in 2000, most of which were to PPA charges that it could not recover from consumers.

At the same time, Meralco's own independent power producers (IPPs), especially the Lopez family-owned Non Gas, was something. ing P1 billion a month to the consumers' PPA charges, one part Napocor. The fact, however, the government never bothered to check. In fact, the Energy Regulatory Commission (ERC), which inherited the PPA system from the pre-Ayala Energy Regulatory Board (ERB), was receiving Meralco's PPA computations routinely and accepting them was something unnecessary to argue in the system.

Napocor was making multibillion peso earnings on PPA charges but the Lopez IPPs were having a field day charging the consumers more than double, or P7.50 to P8.50/kWh, while Napocor was charging only P3.35/kWh in 2000.

Consequently, the Lopez-owned First Gas made a windfall of P6.4 billion cash dividend in just the first 18 months of its operation when it 100-MW Sta. Rita power plant in Batangas was still under construction and only

doing partial testing.

By 2002, its cash dividend totaled P11 billion, which was P3 billion more than the Lopezs family and its partner, British Gas, invested in the project.

Now that there is pressure again to lower power rates, is being the highest in Asia (not really second only to Japan because Japan has a much higher standard of living than the Philippines), Meralco wants the government to give up royalties, the government's natural gas, which would immediately cut the power cost by P1.35/kWh, and the VAT on oil, which would contribute to a reduction of P5/liter in the price of gasoline. When the VAT was imposed on oil, its price was only P12/liter. Now it's increasing over P130/liter), so the VAT has proportionately increased. Moreover, the price of our own natural gas from Malampaya was reduced to international crude oil prices. When that was done, oil was only about $15/barrel. Now the price is over $120/barrel, so the royalty has also risen eight times. Furthermore, the consortium has already recovered what it invested in the development of the natural gas field, so like libraries, it has also made a killing. And yet it is not passing a windfall profit tax.

But the government does not want to make a case like and give up its cash windfall. Giving up the royalty and the VAT, it argues, will mean "reduced" government revenues to the people (because of reduced government revenues. But at the same time, the government is raising the same revenues on peak hours), 3500,000 riders in shopping bags for such congressmen and governors for frequent international and domestic travels, for non-science facilities, for loans to non-paying big farmers, etc. etc. And paradoxically, the government has bragged several times that it already has a surplus revenue.

In all these, the loser is the consumer. He has no choice but to pay through the nose. The government is supposed to protect him from corporate abuse, but the same government does not protect him from its own excesses. It seems every dusty else to make the sacrifice but not itself. We need the money or there would be no services for you, it claims. After we pocket and spend most of what we collect, there would be nothing left for you.

So what do we consumers do about of a tyrannical and lining up the top public officials and businessmen against the wall? I have no answer to that.

So instead of pointing fingers at one another, why don't all the protagonists make their own little sacrifices so that power rates will go down and the economies will get some relief? Government, which should always lead, should give up its royalty and VAT. Meralco should give up most of its systems loss, stop charging its income tax, its cross- electric consumption, its incomes, and its debts to its stockholders. Napocor should lower its PPA that got to the point where it will not go bankrupt. The body will have any edge over the others. The power rates will then surely go down, won't it?

LAPIDAR NOTED: Meralco and its critics have been spending millions of pesos for full-page ads in the newspapers. Yet the people don't really get the full picture because the ads only give one side.

So the Legarda-Lacson Manila will present all the protagonists in the power mess in a face-to-face discussion this Monday at the Manila Hotel. Representatives of Meralco, Napocor, ERB, ERC, the government, and consumers, an association of consumers, will be there to present their respective sides.

After Meralco, who's safe from gov't bullying?

Passion for Reason

Raul C. Pangalangan

MERALCO'S DEBT TO JAIME CUBELLES

But the only way to have cheap power is through cheaper politics. This is not the first time that a beleaguered public utility is where and disarmed for partisan political profit. The most infamous was in John E. when public outrage over the *jueteng* scandal and the suppression of evidence at the Senate impeachment trial led to the embarrassment of a hapless Erap. His actions proved so unprecedented in Philippine history.

Today the public demand for affordable electricity has been hamstrung by political emotions to a family feud between the Aboitizes and Ayalas. Both are big players in other areas, but power was also believe that Edsa II actually stopped jueteng, put an end to the suppression of the truth before the senate, and ushered the principle of transparency and accountability. Yet most to be a food several times over.

A few months ago, the government was able to make the Ayalas abide the PDP version of the Glorietta bombing, while dangling over them the sibling of criminal charges. No, the Aboitizes are not like that. It was rumored by seller rogue? There were no terrorists-bombers, big fish. Lednicky call to arms, only shoulderless measuring the call of nature. If they would make the Ayalas listen while they fronted that overhumanic explanation upon the public, why stop there? Surely, the schoolyard bully and her adages can gang up on the next victim.

But the assault on the Lopez empire is a monstrosity of political one-upmanship. It deploys against the Lopezes the most formidable weapon in the Lopezes' own arsenal: the media and public opinion. The Lopez family owns the largest broadcasting network in the country, cutting across television, radio, cable—and even telecommunications. Malacañang, by picking up a tolerated issue done to the hearts—and pocketbooks—of the Filipinos everyman, has taken on the Lopezes on home ground.

We all want cheap electricity. Meralco shouldn't pass on to the consumer the entire cost of the most notorious form of "systems losses," namely, the pilferage of electricity. The pass-on will remove any incentive for Meralco to stop the thieves. After all, why improve the policing of one's own when the consumer public will bear the cost anyway? It punishes the innocent, rewards the guilty, and absolves the irresponsible.

Meralco should pass on only those "systems losses" arising from energy lost in the natural course of transmitting electricity through the lines and transformers. It can pass on certain administrative expenses, including community services that are anyway required by law. There are other natural costs of doing business. One such cost is the monthly electric bill that Meralco itself consumes. That is why it paraphernalia why it has. Another such is the income tax that Meralco collects in electric bill against its own. I don't know how much it will benefit me as a consumer if Meralco charges itself the open market prices and pays that amount itself to income earners.

Indeed, the Meralco-Aboitiz website—it's not insider-friendly, I warn you. It looks like it was authored by either a lawyer, an economist or an engineer, the last guys you should consult if you want to talk to real human beings. Duly sworn officers of your corporation, Meralco's bill goes to Manilac, the other 80 percent goes to the power supplier, the transmission company and the government.

We haven't lost sight of possible savings in that other 80 percent. The power is sourced through many suppliers, the government's own natural gas deposits off Palawan, which is indigenous (not imported) and clean (not polluting). It's the government has imposed heavy taxes on natural gas production and, worse, has pegged its price, not to the actual cost of extraction and development, but to the market price of crude oil. In all, its compensatory product which is imported and polluting.

Finally, the government continues to impose Value-Added Taxes on "systems losses," assistant to the latter end-point of the NAT law, since it has obviously sold no value to a product. There are also insurance and audit costs that are part of electricity without the firing of the heavily political artillery in the halls of Congress, and they are completely within the power of the president.

The unchastened assault on Meralco sends all the wrong signals to the market. Investors, remember, it says. The last straw was 3:30-not only get mad, I get even. What saves you who insists Gloria Macapagal-Arroyo's scandals. (And if you are my friend, don't you worry. We'll break up Meralco's franchise, and we'll give you your shares.)

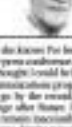
To the Aboitizes and the Ayalas: Control your supporters and your editors. We know your weaknesses. We will tell you where it hurts. We can tie the Bureau of Internal Revenue to audit your tax books. We can tie the Department of Justice to run the paste-off you. Or, if by chance you have no skeletons in your closets, neither have in your neighborhood abused motorcycles, don't even think of calling the police. But, again, we take care of our friends. If a re-instead complaint is filed against you, a will be dropped. If charged, you will be acquitted. If convicted, you will be pardoned.

To the World Bank and foreign lenders: Don't take us seriously when we speak of privatization. We still public assets only to pick up our dispersed tax cash, but we have private assets in order to spite their owners. In the 1950s, they used to call this "creeping nationalization" because government would confiscate slowly and by stealth. Today we should call it all that, but only because we are certified bandits. If you have any doubts, how many banalisms do you have in your pocket?

Comments: inquirer@inquirer.net and rcpangalangan@gmail.com

Political cosmetics

ANALYSIS



Armando Doronila

THE APPOINTMENT OF EXECUTIVE SECRETARY Eduardo Ermita as presidential spokesman, replacing Ignacio Bunye, tops the Cabinet in raising promised wonder ups. It complicates the mediately highlights/by the appointment of Jesse Dureza as press secretary (also replacing Bunye) and former armed forces chief Gen. Hermogenes Esperon Jr. as presidential peace process adviser, the post vacated by Dureza.

The Ermita appointment is quite surprise. It disappointed expectations that a strong would signal a rejuvenation of a government battered by a series of scandals and controversies over the past few months—chiefly the National Broadband Network (NBN) deal, the "hello garci tape" and, most recently, the government's bid to take control of Meralco. The unhealthy is nothing but cosmetics.

Bunye, who has been rewarded for his controversial role as spokesman of this scandal-prone administration with a well-paying sinecure (an ambassadorship), is a political liability who muddies the waters and figures unfavorably in the coming war "complete." The public should not "unfriendly" expect any further announcements but only in "high profile positions outside the Palace."

Esperon's new post as adviser is non-Cabinet. Two strategic Cabinet positions—those of secretary of justice and secretary of national defense—have remained unresolved. Before Secretary Gilbert Teodoro resigned, after Esperon was left out of the ambassadorships for which he lobbied. He can still left to live with the curmudgeon that formulates at the justice department. Changes to the defense and justice departments would have flagged the message that the administration was starting a new lead and was ready to move aggressive to replace lethal formulas on the areas of counterinsurgency and was not going to use the justice department to crack down on political opposition whether to not it connections the likes of the communist rebels and Gen. Jovito Palparan.

Ermita's appointment as presidential spokesman is based on what he himself told the press: "What weighed in ... is the fact that she knows Pe here in all of you through our weekly press conference. The reflects that the President thought I could be helpful or an addition to the communications program" [of the government]. If we go by the record, this means there will be no change after Bunye. President Macapagal-Arroyo will remain inaccessible to the unschooling the rest of them. Ermita remains as the gatekeeper to access to the President and he will speak authoritatively on presidential decisions in the same limited way.

Ermita did a good job from the point of view of the administration, but not from the point of view of public transparency. Bunye served the administration well as a lightning rod of criticisms, deflecting them instead of giving satisfactory explanations. He was all gloss, and after two months with him, media reporters were left thinking of substance but gift statements to feast on. The secretary of Dureza cannot be expected to change approaches. The change will only be a change of style at presentation of the presidency.

In this regard, Ermita has already underminded Dureza by defining the area in which he can open up to peacemaking the administration's rules on communist public issues. As executive secretary, Ermita is in practice the presidential other ego, and Dureza will have to face the agonizing fact of who enjoys more authority to speak on behalf of the President—the executive secretary or the press secretary. Few press secretaries had enriched more leeway in interpreting a president's mind than Ed Cray, made famous he enjoyed the full confidence of President Ramon Magsaysay and because he read the Cray's mind intuitively. Bunye did not read President Arroyo's mind with precision; he merely served as a yellow shield. This prevented the development of a candid relationship between the President and the media corps during the Palace. This accounts for the puny level of on money relations between the media and the presidency, which has a stage monotony and a deep-seated antagonism against the media.

Ronald Llamas refers to a more ambient atmosphere for the relations between the media and the presidency. The background that Dureza has been a journalist, has been involved in the peace process in Mindanao as adviser in the peace process, and is a lawyer does not ensure a smooth ride working technically with the media. It is not a question of whether he will be more shimmy in the media than Bunye.

No matter how friendly Bunye was to the Muhajirs/agencies, it did not help establish a relationship of trust between the press and the department. Bunye was the President's other ego. Between the presidency and the press is a hierarchy to an unbreakable condition in a liberal democracy.

The issue is how to establish a stable relationship in which the press gets the information it needs to exercise its function of disclosure of governance, and how the presidency uses the press as the medium of explaining its policies in order to win public support. Duterte is tremendously handicapped by special circumstances: firstly, he resides for the most part outside Philippine President and in remote issues and for a dreadful President when dealing with the press. Secondly, he works in a system where there are two competing channels of communication with the press—the executive secretary and the press secretary.

This of important projects two images of the presidency from two competitive perspectives—the first from the press secretary which paints the plan, the other from the presidential spokesman which paints the "hello garci" scandal who seems to up. Dureza is to a top. He should have no illusions about it.

Social protection

SAVE THE CHILDREN RECENTLY RELEASED ITEM "2008 State of the World Mothers" report showing the Philippines ranked the highest among a group of developing countries in terms of quality of child health services. See the same report notes that many still have serious inequities in these services, reflected as child death rates. Among children from better off households—meaning the top 40 percent in terms of income—for every 1,000 children born, 21 will die before the age of 5. With the poorest 40 percent of the population, the death rate is three times higher, at 66 per 1,000. I am certain that if we compared the richest 40 percent with the poorest 10 percent, the difference would be even more appalling.

PINOY KASI

Michael L. Tan

Shortly after "Save the Children's State of the World Mothers" yearbook came out, the Asian Development Bank (ADB) released a study on a social protection index (SPI) to look, based on the quality of services around 2000 (both existing programs, and existing policies) to reduce the impact of unemployment, illness and other social risks. In the area of social protection, the Philippines ranks "below average" compared with the other countries in the region. In a table summarizing social protection among Asian countries, the ADB notes that the Philippines has "little in the way of major programs targeted programs, social insurance cannot be had and access only."

As with the Save the Children report, the ADB report notes a paradox: while the Philippines is a middle-income country and rates fairly well in terms of a Human Development Index, we have a low SPI, lagging behind many poorer countries.

Informal sector

The reports from ADB and Save the Children help to put "advance" in perspective. An adviser often reflects the lack of social safety nets, especially for those working in the informal sector. My parents recently hired a new driver. He is 32, and has a wife and three children. Before working for us, he helped them as a driver, for a small family business. He has never had a Social Security System number, and had never heard of PhilHealth.

I'm always pushing friends to make sure they have SSS and PhilHealth for their domestic employees (household helpers, drivers, bookkeepers). Besides the issue of social justice, it's a matter of practical benefit. Without SSS and PhilHealth, you end up dealing with more requests for salary advances, as well as handling some very large expenses, entirely unbudgeted.

Let's use family drivers as an example. When they're young, they're always asking for advances to cover a child's delivery. Then there's the annual expense of child illnesses and accidents. As the driver grows older, his own health problems begin to emerge, and he'll need medicines for his hypertension, diabetes, etc. (Source Jobid, he gets a smoke or breathalyzer, or that he only gets a cause.)

PhilHealth can encourage payments from employees and their immediate family, including their parents, but not their brothers and sisters. Even again that's where SSS can help. Encourage them to use their SSS benefits, taking out loans that can be used to help their wider extended family, for example, to start a small business.

SSS is also indispensable when it comes to retirement. One of our drivers who had a cardiac arrest when he was in his 50s—with SSS, he was able to get disability pay and retire. He used his money to build extra rooms in his house, which he then rented out. He still also used some of the money to send up a son and daughter.

Another former employee, my parents' seamstress, retired a few years ago and lives comfortably in Bacolod on a monthly SSS pension, even able to support a granddaughter. She also learned how to get a senior citizens' card, but tells me the hardest part it because, knock on wood, she's not had any health problems.

SSS and PhilHealth have improved over the years, with PhilHealth now even setting booths and services and procedures that can be reimbursed. Retired UP professors praise PhilHealth to high heavens when they get their cataracts removed, with PhilHealth coverage. You can imagine how invaluable a pensioner's life would be with impaired eyesight.

If you're self-employed, or have a small business, or have domestic workers, there's no excuse not to get SSS and PhilHealth coverage. Unfortunately, the procedures can be quite cumbersome, especially to get the remittance system going. But you can also teach your own employees to handle the paperwork. In fact, I think it's essential that they learn to go through the bureaucracies with the forms, so when they need to get a loan, or a reimbursement, or when they move on to another job, they can continue to handle their own SSS and PhilHealth.

Teaching responsibility

Our social protection systems still need to be complemented. Some offices, like the NGO I used to work with, use a health maintenance organization (HMO) in addition to PhilHealth. It's interesting to note that HMOs also require PhilHealth coverage. That NGO also had a revolving fund, from its employees own salary contributions, that could be used for emergencies or livelihood projects, a kind of internal micro finance scheme. Employees are under pressure to pay back right away, and there's a sense that it doesn't hurt as much to use the fund. That's still a form of social protection.

Our SSS and PhilHealth to educate your employees not just on social protection but on saving priorities. SSS and PhilHealth require responsibility—being consistent with payments, for example. Note that you need to have 36 consecutive SSS payments before you can apply for a loan. With PhilHealth, you have to have paid six months' premiums. (Conscientiously, if I remember right.) before you're eligible for certain reimbursements, say a cesarean section.

On some health education as well, reminding them PhilHealth can only pay for as much of medicines and hospital expenses. I have friends who didn't believe in family planning, until their doctors asked for an advance, for the third, fourth and fifth baby. One of them asked me if PhilHealth reimburses for vasectomies, and I said, yes, they do, but wanted him, you can't have your driver in labor one. I did suggest he warn his driver that PhilHealth does not reimburse delivery expenses for midwives.

Point out, too, that SSS will not allow loans for frivolous expenses like birthday celebrations, or fiestas, and that such rules should apply as well when they ask you for a salary advance. I am amazed at how a poor couple will walk into a maternity ward without any money, but a year later, would have saved and splurged for the child's birthday celebration. I'm not blaming the poor—they just go those values from watching the rich—but ending up having many unnecessary crises, as expressed through conspicuous consumption, rather than paying attention to basic needs.

Social protection programs should be biased toward the ones most vulnerable, and we just might find they're in our own households, or offices.

* * *

Email comments to mtan@inquirer.com.ph

More food for thought

COMMENTARY

Silverio J. Berenguer

IN MOST COMMERCIALLY viable crops to be devoted to processing rum.

DESPITE ITS RECENT SIGNAL TAKE THERE IS A "win-win," government has still set aside more than P40 billion for agricultural printing, and another P5 billion to help the poor deal with rising prices, especially the price of rice, agriculture Secretary Arthur Yap suggests that the conserved food. Surely able to serve enough food, how our population is growing?

Surely there must be better ways to plan for self-sufficiency in our staple food. The Comprehensive Agrarian Reform Program (CARP) did not deliver on its promise of improved agriculture of productivity for many reasons, some of glaring and of which are well known to the rest of the Philippines. But ironic that CARP was launched to give land to the landless, and yet 20 years later most of our farmer beneficiaries still hold not large—not their dignity, and their Certificate of Land Ownership Awards (CLOAs)—and, often, not even the titles that they planted and had harvested. Many of the best plantations have been converted to other uses, chiefly for residential and commercial estates. We should, instead, do more reclamation and use them for factory and residential uses.

2. Look into water catchment areas in Nueva Ecija and General Luna, which were never included in the Angat-Ipo water irrigation plan. Develop and use them for irrigation.

3. Corporate farming: now is the time do it. This is the only practical way of unfolding economies of scale. Incentivize this activity.

4. Keep building the infrastructure. Accelerate the construction of farm-to-market roads and bridges. Use that P5 billion budget to employ the jobless in this kind of work.

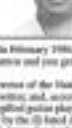
5. Expand our rice land. Mandate that 5-10 percent of big agricultural estates (now planted

In the course of its studies, the Presidential Agrarian Reform Council's Technical Working Group-Audit Management and Investigation Committee, where I sit as vice-chair, found an interesting fact: that the vast majority of members of cooperatives were one and the same persons. An other set-up was found to have a sudden limited membership, comprised only by its head and his wife. Farmer beneficiaries were made to sign for

Silverio J. Berenguer is a landowner/ representative to the Presidential Agrarian Reform Council (PARC), and vice chair of its Technical Working Group and Audit Management and Investigation Committee.

History behind Evangelista Street

LOOKING BACK



Ambeth R. Ocampo

HOW DOES ONE EXPLAIN/SEE THE FAMOUS QUESTION—did Emilio Aguinaldo kill Andres Bonifacio and Antonio Luna? To the case of Bonifacio, a military tribunal found him guilty of treason and sentenced him to death. The execution or commutation of that sentence had to be signed by the president. Why is this interpreted as murder? Luna was commissioned by presidential guards after a heated argument. Aguinaldo was not even present, yet the seeming finger of history is made to point at his direction.

Over the years, I have read so many opinions on this matter, and I don't remember where Aguinaldo it said to have explained that if he wanted Luna dispatched, it could have been done in a better way. In battle, where Luna could have been shot by a fellow Filipino, and everyone would have thought that he was killed by the enemy gun. He knew like the tragedy in Cabanatuan.

This remark is striking because one of the forgotten issues in history was an engineer, Teodoro Evangelista, who was said to be so popular he would have been elected president of the revolutionary government. Evangelista was killed by a sniper that his career ended abruptly with a bullet in the head. Evangelista was killed in battle, and some historians have suggested that he was killed by friendly fire, or was assassinated. That's another question that's likely to engage us for years.

The street named after Evangelista runs from Aguinaldo to Quiapo, Manila; the other is Bonifacio, Makati. It is sad that people have forgotten about Teodoro Evangelista because the street that bears his name is now famous for its death and several hand-shops.

Street names help us to give us direction, a sense of where we are, but they are also there to remind us of the past. The most famous street in recent times is Edsa, the acronym for Epifanio de los Santos Avenue. Some people do not know what Edsa stands for. At least they know that modern history and People Power were made on

Comments are welcome at ocampo@pacific.edu

* * *

a section of this long street in February 1986. But talk about Epifanio de los Santos and you get embarrassed silence.

Titan Daniyang" was a director of the National Library. He was a historian, writer, and, according to my informants, the most gifted guitar player of his generation, pushed only by the ill-fated Antonio Luna and the fictional Isagani for sculptor Guillermo Tolentino. It is sad that not only have about well-known streets named after Rizal, Bonifacio, and Mabini, or presidents like Quezon, Osmeña, Roxas, Quirino, Magsaysay, Garcia and Macapagal. We have yet to see more streets named after lesser known heroes or Manuel L. Quezon pioneers. We have yet to see streets named after people in history who should be remembered by a grateful nation rather than streets named after petty officials whose obscure names have replaced older street names that have been "canonized by usage." The point is that a name was chosen and forgot. The details (and misdeeds) of past men, we should remember great women, and others who have been forgotten by history. Why should every province, city town and barangay have a front street? Shouldn't we encourage people to remember other heroes par incidently those from other localities or their regions?

I remembered Teodoro Evangelista as I passed by Bangkal recently and saw streets swirling everything from wood shops to seminar, all at 'bargain prices. Is this how we remember or honor a man who would have been president? He was a self-made man who sold cars in Manila, tobacco

Comments are welcome at ocampo@pacific.edu

All sold, nothing more for sale

ALLOW ME TO REPLY TO THE full-page advertisement titled, "Economy for sale," paid for by the Bio Trade Alliance (PTBA) in the March 18 broadsheet issue.

This country is not for sale. It has already been given away times many years ago, our own government has been practically giving away our natural resources—lands, forests, seas, gas and oil deposits, geothermal energy experts—to the detriment of our own people.

Here's one example: When the United States supposedly decide to put up military bases here, the president then, Manuel Roxas, repeatedly told the US ambassador: "You can have as much (land) as you like, just keep away from the population centers."

And so, on March 14, 1947, he and Paul V. McNutt jointly signed the Military Bases Agreement (MBA), which allowed the United States to put up 23 bases in the Philippines, all in all occupying 250,000 hectares in 16 provinces. The "privilege" was to last for 99 years but our former would later reduce this to 44 years, ending in 1991.

But, the wily Americans, ever desiring our colonial mentality, have nevertheless their military presence here through the Visiting Forces Agreement (VFA), to the point of sending our armed forces to the fight against terrorism—a fight which is in fact the Americans' not ours.

But the VFA is meant just to ensure that the Sup American interests here, especially those in Mindanao, are secured.

Who allowed the TPA? Our government has been "very accommodating" to the Japanese and other foreign businessmen, and lately the Chinese, who apparently know how to bribe their way through our very corrupt official ranks.

In his 1101 book on the Philippine economy, Fr. Pedro C. Salgado, a former senior of the University of Sto. Tomas, noted: "There is practically nothing of value left in the Philippines today that is not owned by the rich, industrialized countries, particularly the United States and Japan," to who allowed the plunder of our resources and dis-gross injustice to Filipinos in their own country? This government perpetrated injustice has been going on for decades.

So why complain only today? Does anyone believe that our elitist, very corrupt, self-centered and short-sighted government will even listen? Even anyone still believe there's even an iota of patriotism left in the swollen brains of our multi-trend politicians?

—U.S. MAMBA,
ramonbaltha@yahoo.com

LETTERS

Privatization?

REGARDLESS (REFERRED TO THE privatization of the electric power industry)? What should have happened was to encourage the entry of Meralco competitors, (but how did the privatization go about)?

The privatization logic and reasoning are manifestly contradictory itself is not working. Competition is the character of a healthy free market; it is the one that will remedy falling prices/costs.

Why did the government not encourage competition in the industry? Meralco is owned by the Lopezes. It is a private corporation, and the government cannot simply interfere in or take over its management just for political reasons. The government should have encouraged, a long, long, long time ago, competition.

—TERESITA UY,
Auckland, New Zealand

Conflict in Couples natural to Church

I AM NOT A MEMBER OF THE Couples for Christ, but I am enough of a theologian to say something about the issue.

I would agree with John Bunyan's conclusion that the Couples for Christ (CFC) should be judged by its very standards (Inquirer, 5/13/08) except if those standards are like the ones espoused by Gerardo de Quiroz in his column. When I read them they reminded me of the witch hunt led by the anti-modernists which caused the Church during the early years of the last century.

The tension between the two sides of the conflict is nothing new and not specific to Couples. The tension is quite natural in the Church itself as each side can argue based on scripture as well as on tradition, but no group can claim the Church, be it the CFC or a group within the CFC, can, precisely for that reason, claim the "truth" for themselves and impose it on others.

Theologically this is not any issue about the CFC and its defenders. This is about the Church itself, if I may say this. It is about me as well, though I'm not a member of the CFC.

If the CFC or a group within the CFC wants to defend the Church, it should not do the witch hunt interpretation of the teachings of the Church and condemn all others as enemies who want "to destroy or weaken the Church." There are more serious issues to make.

They should neither "engage in a spiritual warfare" against what they call—because of ignorance or malice—the "New Age." There may some serious about the New Age, but that is another matter. I honestly do not see that the New Age has anything to do with the issues the Church is having with Soup Melote or with people who defend Melote's advocacy.

—JAYSON DANDEBERG

malaysia AIRLINES

EVERYDAY Low Fares

1,000,000 seats

from USD one way 0

Fly from MANILA to KUALA LUMPUR and KOTA KINABALU

Fly from KOTA KINABALU to
Bandar Seri Begawan

from USD one way 0

Fly from KUALA LUMPUR to
Jakarta, Surabaya, Yogyakarta, Singapore, Medan, Bali, Bangkok, Phuket, Phnom Penh, Siem Reap

Flights within Malaysia from USD 0.

BOOK NOW at
malaysiaairlines.com

Book early. Book online. No refunds.
Fly 5-Star and get VALUE!

Booking period: 21 May – 3 June 08. Travel period: 1 July – 14 December 08.

The above Economy Class fares exclude fuel surcharge, insurance levy, airport tax and other applicable charges. Fares are not available during peak periods. Terms and conditions apply

Why is DSWD's Cabral reacting only now?

IN THE ARTICLE TITLED "DONATE YOUR own kidneys, DSWD chief tells 3001-cases" (Inquirer, 5/20/08), Social Welfare Secretary Esperanza Cabral showed her brand of moral self-righteousness when she chided officials of the Department of Health for transporting eight foreigners from the moratorium on kidney transplants involving living, non-related organ donors, like even challenged them to give one of their kidneys to foreigners before they ask others to do so.

The DOH's program on organ donation and transplantation was precisely introduced to address the illegal trade of kidneys. It wanted to put up a system whereby donors would be protected from exploitation and cases of, not just paid and left on themselves. The crafting of the program involved years of consultations and public hearings on the issue, with different stakeholders, including specialty societies like the Philippine Society of Nephrology (PSN), Philippine Society of Transplant Surgeons (PSTS), Philippine Urological Association (PUA). A program implementation review was even conducted to address the loopholes and fine-tune DOH's old AO 1 (Ser. 2002.

Why is Cabral reacting and making noise only now? The interagency committee on the implementation of NOI RIRR against organ brokering, of which she is the vice chair, should have convened and acted on this problem a long time ago. Perhaps it is only of late that the committee got to know of the law (enacted five years ago by Congress) and its IRRs (implementing rules and regulations). The DOH has no police powers and it is precisely the inter-agency committee, which includes the PNP and NBI, that should have stepped in, apprehended, oil and prosecuted the "organ brokers (agents" and the doctors in cahoots with them.

Instead of trying to sabotage the program, Cabral should look into its merits and help give it a chance to work. As a Cabinet member, she should not be engaging her colleagues and Health Secretary Francisco Duque in a grandstanding duel and castigating people who have worked hard and put their hearts and minds to address the problem of organ donation for people with End Stage Renal Disease (ESRD).

She should join the very people she chastises to sign up as an organ donor. I for one have signed as organ donor card (since 1994) and indicated this on my driver's license as well. In the event—God forbid—that I get brain-dead due to an accident or head trauma, my donor card will serve as a legal document allowing the use of whatever organ that may still be usable and viable for transplantation, to help someone in need.

If Cabral keeps highlighting the abuses and negative aspects of the controversy without lauding the gains with the number of success stories, lives saved and donors who have improved their lot in life with the program, then all the efforts of the well-meaning people who worked hard for the program will be forced to fail.

—DR. REYNALDO LEANDA JR.,
head, Human Organ Preservation Effort (HOPE), National Kidney and Transplant Institute (NKTI)

Organic 'Balatinao'

GEMA DOTOS COLUMN "WHAT COLOR IS your rice?" (Inquirer, 4/17/08) was very interesting indeed.

I am a Belgian, living in Baguio, who, like Ian, has been reading tidbits here for some time. A former bread eater (home-made), I shifted to rice and more particularly to the purple black variety called here "Balatinao," to which, frankly, I became addicted, so much so that my first chore early in the morning is to cook my daily ration of rice.

The vendor at the rice section of Baguio market assures me that her 'balatinao is free of pesticides but I only have her word for it. So, being like Gema, a health buff, I wish I could buy for my own consumption more rice organically grown by those farmers affiliated with the Foundation for the Care of Creation in Cagayan. I would appreciate very much and would be very grateful if she could provide me the foundation's telephone number or e-mail address.

—JOSEPH KUTTABAUM

Several readers have inquired about the violet rice. I have forwarded the letter to the NGO concerned so that those readers could be informed about its availability. Mr. Rosenbaum can try Publishing Includes, Tel. No. 7232349 or Cell No. 0928-7099386.

—ARMAND DOTO

Across the NATION

NDF consultant found in Isabela military camp

NEWSBRIEFS

■ DAVAO DEL SUR

Body of laborer found floating under bridge

THE BODY of a laborer who was swept away by a swollen river in Bagumay barrier Davao del Sur on Saturday was found floating under the bridge the next day, police said.

Johnny Amagan, 36, was crossing the Quilang River when he was carried away by the rain-jagging waters, PO3 Jovelino Solante said. But the victim's family requested for an autopsy to determine the cause of his death.

Last month, a fisherman was swept by the river and later found dead. **—Niash E. Dioy, Inquirer Mindanao**

■ LEGAZPI CITY

18% salary increase for Albay employees

A 18-PERCENT salary increase for most government employees will be implemented in Albay for capitol employees in Albay, according to Raul Bonoan, budget committee chief.

Bok. Jose Ma'lo Salceda, an economic adviser of President Macapagal-Arroyo, has also requested financial support from the national government to implement the wage increase.

—Jandy Gaba, Inquirer Southern Luzon

■ BATANGAS

Body of drowning victim recovered

POLICE recovered the body of a fish merchant who had been drowning since Saturday morning when he was last seen swimming off Matabungkay Beach Resort in Lian, Batangas.

Insp. Maximo Mayuti, Lian police chief, said the body of Armando Bautista, 33, a mechanic at Ron Rita Bus Co., was found floating in the waters off Sitio Ligtasin, Barangay Lawigan, at about 4 p.m. on Sunday.

Mayuti said Castrante had a drinking spree with co-employees and decided to swim. The victim ignored warnings of barangay officials not to swim because of huge waves.

—Marlon Alexander Lalata, Inquirer Southern Luzon

■ COTABATO CITY

ARMM rice production expected to increase

AMID alarming forecasts of widespread rice supply shortage, agriculture officials said the autonomous Region in Muslim Mindanao was expected to produce up to four percent more than its rice production level last year.

ARMM Agriculture Secretary Sajid Bruz Ali said the region's rice production was seen to increase to 167,318.44 metric tons (MT) from 161,211 MT in 2007.

This, Bruz Ali said, would be attributed mostly to Maguindanao, one of the country's top 10 rice-producing provinces. **—Keith E. Madera, Inquirer Mindanao**

■ CEBU CITY

P. Fernandez, 62

PILAR Lizarda Fernandez, chief of prosthetics at Chong Hua Hospital in Cebu City, died Wednesday. She was 62.

She is survived by her husband, lawyer Hector Fernandez; daughters Lizarda E. Fernandez, editor in chief of the newspaper's senior publication Cebu Daily News; and Gemma Lyn, secretary in Centro II and daughter-in-law Mary Louise; and grandchildren Denise Concepcion, Gabriel Claire, Valerie III, Marie Victoria, Joaquin Nicolo and Maria Antonella.

Her body lies at Capitol Parish Mortuary on Escario Street, Cebu City.

Daily Mass begins at 7 p.m. interment will be announced later.

Ex-youth leader seized–Karapatan

By Jocelyn R. Uy

A FORMER YOUTH LEADER, WHO WENT MISSING last week in Metro Manila, has been found detained at a military camp in Isabela on murder charges, a militant human rights group reported yesterday.

Randy Felix Malayao, 39, was serving as a peace consultant of the communist-led National Democratic Front (NDF) when he disappeared on the night of May 15, Karapatan claimed, citing reports of his family. He was declared five days later in Camp Melchor dela Cruz in Gamu, Isabela, bearing signs of torture, it alleged.

(The lawyers learned that Malayao had been placed in the custody of the Philippine National Police-Criminal Investigation and Detection Group in Baguio, (subdu.)

The group said Malayao could have been detained at the camp for being feared as a suspect in the 2000 killing of Gregorio Rap. Rodolfo Agcaoilin, a former colonel who had been tagged as a ranking cadre of the communist New People's Army (NPA), military wing of the Communist Party of the Philippines (CPP), claimed to have ordered the death sentence to Agcaoilin in 2001. The CPP-NPA, which leads the MNF, has been waging an armed insurgency against the government since 1968.

Malayao, a former youth leader, was elected vice president for the Visayas of the College Editors Guild of the Philippines.

Based on his accounts, government agents grabbed him as he was alighting a bus en his way to a relative's house in Pasig City on May 15.

Earlier reports said Malayao was not heard of (can) when he informed his relatives and friends through a text message that he was being followed). But he said he could not find a safe on he took a bus.

Malayao had just gone to dinner with some friends in Ortigas Avenue in Pasig when he was arrested. He was shoved inside a vehicle and blindfolded, Karapatan said.

The group alleged that his captors warned his head with a plastic bag and punched him in different parts of the body during the "interrogation."

Describing the incident, Karapatan called for the creation of an independent fact-finding team that will look into Malayao's alleged abduction, torture, illegal arrest and detention.

The team, it said, should be composed of representatives from human rights groups, the church, the local government and the Commission on Human Rights.

Arrest of 9 DPWH execs in lamppost scam ordered

By Jocelyn R. Uy

THE SANDIGANBAYAN YESterday ordered the arrest of nine officials of the Department of Public Works and Highways in Central Visayas for their alleged involvement in the P345-million lamppost scam in Cebu last year.

Ordered arrested by the anti-graft court's third division were former DPWH regional director Robert Lala, now the director of DPWH Metro Manila; former assistant regional director Gloria Diadio, acting chief of the DPWH maintenance division Purita Fernandez, both accused conniction chair Muhlia Abbas; acting maintenance division chief Generoso Bagdoc; regional legal officer Agustinito Fortunato; planning and design, division chief Luis Galang; administrative division chief Bonifacio Dizon; and construction division chief Bienvenido Pajo.

None of the nine DPWH officials could be reached for comment yesterday. Repeated calls made on the cellular phones and of these officials were run answered. The inquirer also called the homes of Bernabe and Abbas but there who answered the phones said they were not around.

Mario Villarin, information officer of DPWH-7, also said she was not in a position to comment on the arrest orders issued against the nine officials.

Gerardo Ruiba of Gamgid Construction and Development, one of two businessmen who bagged the contract for the street lighting project for the 12th Association of Southeast Asian Nations summit held in January 2007, was also ordered arrested.

All are facing several graft charges filed off to the five divisions of the antigraft court in connection with the overpricing of decorative lamposts installed in the cities of Cebu, Mandaue and Lapu-Lapu, which hosted the summit.

The Office of the Ombudsman filed the charges last month after the officials were found to have allegedly escalated the amount of each lamppost using from P83,000 to P224,000.

With a report from Abanner Nepalforas, Inquirer Visayas

P14 wage hike in CL an insult, labor leaders say

By Tonette Orejas
Inquirer General Luzon

CITY OF SAN FERNANDO—Labor leaders called "a big insult" the P14 increase in daily minimum wage approved by the regional wage board for 4.8 million workers in private establishments in Central Luzon.

With the amount, a worker can buy only a can of sardines and a pack of instant noodles, according to Rudy Pajarito, chair of the Manggagawa para sa Kabuuan ng Bayan (Makabayan).

The P14 combined the P5 increase in basic wage and the integration of last year's P9 in daily cost of living allowance (Colla), a copy of Wage Order No. 11 issued by the Regional Tripartite Wages and Productivity Board (RTWPB) on May 21 showed. It also approved a P10 daily Cola.

The wage increase can actually amount to P18.50 if 30 percent of wage-related benefits, like holiday pay, were factored in, according to Redmond Lucanilla, regional director of the Department of Labor and Employment and board chair.

But Pajarito said the real amount of P24 was less than a quarter of the eroded value of wages and salaries as of the last wage order in September 2007.

Makabayan, she said, would convince to press for a 20-percent across the board wage increase through an executive order pending legislation in Congress. "If government officials do not want that, they should roll back the prices of gasoline and food items to pre-July 2007 level," she said.

Angie Ladera, chair of the Workers Alliance in Central Luzon, said the recent order deserved the wage board was "clearly an instrument of capitalists and Malacañang to avert a sabotage the demands of workers for just wages."

Labor representatives in the board—Raul Fernando of the Trade Union Congress of the Philippines and Filipo Ventura of the Federation of Free Workers—dissented. "[The] amount of increase is insufficient and there should be no exemption," they said in footnotes stated in the order.

Wage Order No. 11 set the following basic wage and Cola in Pampanga, Bataan, Tarlac, Bulacan, Zambales and Nueva Ecija:

- P382 daily for non-agricultural workers in businesses with total assets of P50 million or more and P289.90 in firms with less than P50 million assets.
- Workers in plantations are entitled to get P272 and those in non-plantations, P256.
- Employees in hospitals with 20 or more beds get P265 and those in less than 20 beds, P259.
- Retail and service companies with 16 or more workers are required to pay P251 while those with less than 16 workers must pay P237. Cottage and handicraft employees get P256.

In Aurora, the rates are P221 for non-agricultural workers; P226 for plantation workers and P215 for non-plantation workers.

Those in retail and service firms with personnel of not more than 10 workers get P173. Cottage and handicraft workers must be paid P204.

Elizabeth Trees, wage board secretary, said the order was still subject to confirmation of the National Wages and Productivity Commission on May 30.

Establishments in Central Luzon showed compliance rates of 81.4 percent in general labor standards and 91.5 percent in minimum wage payment, a DOLE report showed.

A total of 866 (increased from last count) from 2003 to June 2007, displacing 15,809 workers, the report said.

Vice mayor of Iloilo town shot dead while jogging

By Nestor P. Burgos Jr.
Inquirer Visayas

ILOILO CITY—TWO UNIDENTIFIED men on a motorcycle shot dead the vice mayor of Ajuy town in Iloilo province while he was jogging along his town's national highway at dawn yesterday, police said.

Vice Mayor Ramon Rojas died on the spot from four bullet wounds, including one in the head, Senior Supt. Ricardo dela Paz, provincial police director, said in a phone interview with the Inquirer.

Ajuy is 87 kilometers north of this city.

Rojas, who was supposed to turn 50 today, was jogging at around 5:30 a.m. with the barangay chair of Lemerlin, Ramelo Nacional, near the town proper, when the killers, armed with .45 cal. pistols, arrived.

Dela Paz said the gunmen stopped in front of Rojas, who was two meters behind Nacional, and shot him twice in the body. The wounded victim tried to run away but one of the killers got off the motorcycle and shot him again twice in the head, at close range, with one eye.

The assailants, who were not masks or crash helmets, immediately sped away leaving Nacional unharmed.

Rojas was brought to the Ajuy District Hospital but was pronounced dead on arrival. His remains were taken to Jesus Natural Homes in Jaro town, Iloilo City, Dela Paz said.

Investigators recovered four empty shells from the crime scene.

"The hired killers made sure the vice mayor was dead before escaping," said Dela Paz.

Politics is among the motives being pursued by investigators, he said. According to the officer, Rojas, who was in his second term as vice mayor, was being touted as a possible mayoral candidate in 2010.

"But we could not conclude until our investigation is over. Other probable motives are being looked into," Dela Paz said.

Chief Supt. Isagani Cuevas, Western Visayas police director, named Task Force Rojas, headed by Dela Paz, to spearhead the investigation. Police crime laboratory personnel have also been involved in the probe.

CEBU PACIFIC AIR.COM

Now the country's No.1 airline to the ASEAN Region!

BEAT SALE

₱1
₱88

Manila to Naga, San Jose (Mindoro) or Tuguegarao NEW!
Sale Period: May 21 - 27, 2008
Travel Period: Jun. 17 - Aug. 31, 2008

Cebu to Bacolod, Butuan, Cagayan de Oro or Iloilo, Manila to Legaspi
Sale & Travel Period: Ongoing until June 30, 2008

OTHER DOMESTIC DESTINATIONS
Sale Period: May 22 - 25, 2008
Travel Period: June 1 - August 31, 2008

Promo is non-refundable

INTERNATIONAL

₱999 Kota Kinabalu

₱1,499 Bangkok*, Guangzhou, Hanoi, Ho Chi Minh, Hong Kong*, Kaohsiung, Kuala Lumpur, Macau*, Taipei* or Xiamen

₱1,999 Jakarta, Shanghai or Singapore*

• MOST ASEAN DESTINATIONS FROM THE PHILIPPINES • MOST ASEAN ROUTES FROM THE PHILIPPINES • NO. 1 DOMESTIC AIRLINE** • YOUNGEST FLEET • LOWEST YEAR-ROUND FARES

Customs exec faces fraud charge over horse shipment

IBA, ZAMBALES—THE PHILippine Anti-Smuggling Group on Wednesday started preparing a case of falsification of public documents and fraud against a customs collector as the Subic Bay Prospect in connection with the alleged smuggling of 15 horses from Australia.

Undersecretary Alfonso Villar Jr., PASG chief, said the complaint against Subic deputy collector Eyrol Albano would be filed at the Ombudsman next week. "We signed the documents," he said.

Reached through his mobile phone, Albano said: "With due respect to the undersecretary, I think he is misinformed."

"I did not sign any documents. I have no hand in the processing of documents with respect to entry or valuation. I have no participation," Albano said.

Villar, as head of the anti-smuggling Task Force Subic, gave the order to prepare the case after he received on Wednesday a letter from the Australian Embassy, informing him that the imported race horses cost between $5,000 (P215,000) and $10,000 (P430,000) each.

In the import documents of the Muralladarang City-based Discoverer Trading, the horses were declared with a value of P800 (P34,400) each. Villar said he was angry at the supposed undervaluation.

Albano said his work was limited to "monitoring" transshipment and report. He said the BuC had a separate personnel assigned in the Subic Bay International Airport where the horses arrived aboard a Federal Express plane.

Villar said the broker, whom he identified as Feliciano Sevilla II of Barangay Cty, claimed to be a legitimate importer. Sevilla also claimed that some people connected with the Philippine Racing Commission (Philracom) had "used" him.

Villar did not give details of that supposed deal.

He also said Albano was trying to facilitate the delivery attempt on Capt. Manuel Ebalan, TF Subic operations officer, by Noah Corpuz, Sevilla's partner. Albano denied that allegation.

When Ebalan's team arrived were a male horse and 10 female horses. Four horses remained in pens through the DBMA gates, it was learned. On Wednesday, Ebalan said PASG personnel escorted the 11 horses to Batangas for quarantine procedure.

Subic customs collector Marciano Zamoranos earlier denied that a smuggling incident took place. "There's none. The PASG just seized the value-checked," she said in Pilipino.

Documents showed that Corpuz obtained a certification, dated May 9, 2008, from Philracom, showing that he was a "new and bona fondue." The Bureau of Animal Industry likewise issued his veterinary quarantine clearance on May 13.

The gate passes for the horses were issued by the Subic Bay Metropolitan Authority in Sevilla. The "disclosure" of the goods was Christian Andal of Olongapo City.

A BuC assessment form, called "SAVCLEA," was attached to the documents.

Lawyer Ferdinand Hernandez, SBMA deputy administrator for port operations, said Corpuz was a port user, not a importer.

"[The] PASG is questioning ten-percenters. It's said to be law. It's a PASG and BuC issue," he said on Sunday.

Hernandez said the gate passes were issued because "taxes were paid by the importer-port user."

"The matter of valuation is still BuC's concern," he said.

Pamela Dreyfus, Inquirer Central Luzon

THE SEIZED of the Australian horses seized at the Subic Bay Freeport is now being disposed by the Presidential Anti-Smuggling Group and the Bureau of Customs.

Starfish attack Palawan reefs

By Rachenzia Anda
Inquirer Southern Luzon

PUERTO PRINCESA CITY—Palawan's coral reefs are under heavy attack by the Crown of Thorns starfish, and municipal governments, even high-end resorts like Amanpulo and Dos Palmas, are making misinformed statements.

The Bureau of Fisheries and Aquatic Resources on Wednesday raised concern that the heavy infestation of the Crown of Thorns (Acanthaster planci), the largest starfish species and notorious predator of hard corals, was threatening the province's fish production.

"The incident seems significantly that there is a need for human intervention to collect and destroy these Crowns of Thorns, in the absence of natural predators that are supposed to regulate their populations," BFAR provincial head Thelma Trinidad told the bureau.

Municipalities have reported widespread coral reef bleaching and have passed legislative measures calling for assistance from the national government. Reports that only the province itself is asking visitors have also asked help from the BFAR and have begun paying fishermen to collect the coral predators.

Common in tropical climates, the Crown of Thorns is found in aggregations and eats the coral polyps to death. Scientists attribute the infestation to the absence or predator species, particularly cones shells and a certain species that eats the starfish eggs.

Among the heavily affected areas is Bona reef in Odaoan's eastern coast. Its annual ground last week an offshore setting adds P500,000 purchase collected starfish from fishermen at P2 apiece.

"At least 500 hectares of coral reefs in our country protected as can (in Bona) are already heavily affected," Sheila Albasin, project manager of the World Wildlife Fund Philippines, said.

Jhun Andres, an affluent of Amanpulo resort in the Cuyo Islands Group, reported that the infestation began right before summer. "It was really scary because they were so many. In the medium, we are losing our share by collecting and burying them in order to save the corals," she told the Inquirer.

At one point, divers were handling as much as 1,200 starfish a day, leaders said.

Glenda Bala, a marine research coordinator for Dos Palmas Resorts, said over 30,000 Crown of Thorns had been collected by fishermen in Honda Bay from mid-February. "Because of these starfish operations, the coralline seems to be decreasing and the sizes of the starfish are decreasing," Bala said.

The marine sanctuary has not spared even the deep-sea coral reef ecosystem, such as the Tubbataha Reefs, a world heritage site and preservation area, in the middle of Sulu Sea over 80 nautical miles from the city.

PNP alarmed over vigilante killings

GENERAL SANTOS CITY—THE chief of the Central Mindanao police has ordered his men to step up efforts to stop the spate of vigilante killings of suspected criminals in the region over the past 10 weeks.

Chief Supt. Orlando Sergio said 26 people had already been killed in 10 in March, 18 in April and seven in May 1-19—and that drastic action was needed to curb the unsavory killings.

The latest victims were suspected thieves Orin Tulo, 31, and Ruel Ubaldo, 20, both of Lahuigad village here, who were killed a few hours apart by motorcycle-riding gunmen on Monday.

"It is incumbent upon the Philippine National Police to investigate and to solve any crime regardless of whether the victim is a good boy or a bad guy," Sergio told local reporters.

He directed Senior Supt. Robert Ito, city police director, to submit a report on what his men had done to solve the killings.

"We failed to solve these cases due to the absence of strong evidences and witnesses. What we have is just circumstantial evidence from the crime laboratory. ... [T]he slugs recovered from different crime scenes belonged to one and the same firearm," Ito said.

Agnilio Jonas, Inquirer Mindanao

ANNOUNCEMENT

DANVIL PLANS, INC. TO TRANSFER PRE-NEED PORTFOLIO TO LEGACY CONSOLIDATED PLANS, INC.

DANVIL PLANS, INC. (Danvil) by virtue of the Assumption Agreement to be executed by and between DANVIL PLANS, INC. and LEGACY CONSOLIDATED PLANS, INC., as duly approved by the Securities and Exchange Commission (SEC), intends to transfer its pre-need portfolio of business to LEGACY CONSOLIDATED PLANS, INC. (Legacy) and Legacy has agreed to assume, under their original terms and conditions, all in-force education and pension plans ("Plans") previously issued by Danvil.

All planholders of in-force Plans shall receive a notice of this intended assumption from Danvil through registered mail. Under the intended Assumption Agreement, Legacy will assume all plan servicing functions, the collection of all future installments payable under these contracts and all rights and obligations appurtenant thereto. Those planholders who object to the assumption by Legacy of their individual plan under the Assumption Agreement shall have thirty (30) days from receipt of the notice or ten (10) days from the day following the last day of the publication, whichever comes later, but in no case to exceed a period of forty five (45) days from the date of mailing of the notice, to inform Danvil in writing of their objection. **Objecting planholders shall be paid the termination value per their contract.**

Holders of pension and/or education plans previously issued by Danvil which have lapsed due to non-payment of premiums (but who have the right to reinstate the same within the proper reglementary period in accordance with Rule 27 of the New Rules on the Registration and Sale of Pre-need Plans under Section 16 of the Securities Regulation Code) may reinstate the same in accordance with Danvil's procedures, within thirty (30) days from 30 May 2008. **Upon the expiration of the 30-day period, the holders of Lapsed Plans may reinstate the same with Legacy in compliance with contract terms.**

Should you have any question, please contact us at:

Email: mypolicy@danvil.com.ph
Phone: +632 755-1591 or 0917-832-6459

NOTICE OF PUBLIC HEARING

EMILIO AGUINALDO'S GONE THIS The grey revolver (left) at the AFP Museum looks greyer. It has become an endangered piece of history. (Above) Plunger is now gun dry.

AFP museum relics ...

From page A1

aide-the military museum on her first day at work. Dagnino wondered aloud what had been keeping the AFP from having the busted transformer replaced.

Molds and fungi

Without temperature controls, Dagnino and staff have since been waging a war against mold and fungi that threaten to eat away at the museum's fragile collection.

Despite barging a regular schedule wiping and dusting the pieces clean, the staff just can't stem the growth of molds which thrive in warm, damp areas, Dagnino explained.

"Our displays and the paintings are in danger. More than fungi or them and [to detail] these are valuable pieces," said retired Police Director Rufino Biay Jr., president of the AFP Museum and Historical Library Foundation Inc.

Prized exhibits

Among the prized items on display is the moustache and chair that was worn in battle by General Aguinaldo, the country's first President and leader of the 1898 Revolution against Spain.

Aguinaldo, who passed away in 1964 at age 95, donated the exhibits to the Philippine Military Academy (PMA) in December 1950. The PMA later turned it over to the AFP Museum.

The museum also features the typewriter, handwritten letters of Mabini, the "Sublime Paralytic" who served as Aguinaldo's chief adviser. The letters are on loan from former Judge Gov Sangcopia "Tingting" Cajucgpo.

An 1899 letter on display has Mabini complaining to Aguinaldo about the "abusive manner" displayed by one of his generals, Antonio Luna.

Dioramas

Also on exhibit are vintage weaponry and other military hardware, field uniforms, documents and photographs that retrace the evolution of Philippine soldiery seen per colonial rule.

Dioramas also feature the military's decades-old campaign against communist insurgents and Moro separatists. The two-story museum also has specialized exhibits depicting the AFP's three major services—the Army, Navy and Air Force.

Conceptualized in 1992, the museum was completed three years later during the administration of President Fidel Ramos. It now has an entire section featuring memorabilia from former military and political rulers.

Because of the power outage, however, Ramos' blue gold cap, which bears the presidential seal, is now almost completely covered with mold.

'Sneezing in Mindanao'

A museum staff member showed the location in Bataan of the AFP's Mindanao campaign and said: "Look, it's snowing," referring to the white powdery growth covering the figurines.

Lt. Col. Ernesto Torres, the recently appointed AFP spokesperson, sounded surprised when told of the year-long limestone at the museum. Torres said he would take up the matter with higher ups.

Rechargeable lamps

Dagnino recalled that when the museum had not yet tapped into the theater's power supply, tours were still being conducted—thanks to rechargeable lamps.

"Visitors insisted on coming in even after having told that we didn't have power. But the lack of air-conditioning really discourages visitors now," she said.

The museum relies on both government funding and private donations, and also charges a minimal entrance fee of P5 to P20 per visitor.

No walk-in visitors

Dagnino said the museum's earnings would normally peak between July and November, when schools include it in their educational field trips.

But rarely does the museum get "walk-in" visitors, or those who are not on organized tours, probably because it's "out of the way" for most visitors who may not have the patience to undergo several security checks inside a military camp, she said.

Biay sadly observed that "very few" AFP personnel had checked out the museum in order to bring their families in their spare time, considering that many of them live right inside Camp Aguinaldo.

Ouch, a group of military officers toured the museum as part of their "training," but their commander told them that they only had "five minutes" to go around, another staffer told the inquirer.

"We still haven't involved in people the value of a museum and of history," Biay said. "The pieces here reflect [our soldiers'] heroism and accomplishments in the field."

Thai PM to supply RP ...

From page A1

Thai leader's two-day visit to the Philippines, Yap said.

"The prime minister said he is extending the hand of friendship. Should the Philippines need rice, Thailand is willing to supply it," Yap told reporters.

Surakiart said Thailand would supply rice to the Philippines "in the spirit of Asean brotherhood."

World's biggest rice exporter

Thailand—the world's largest rice exporter—and the Philippines—the top rice importer—are partners in Asean, or Association of Southeast Asian Nations, along with Brunei, Cambodia, Indonesia, Laos, Malaysia, Burma (Myanmar), Singapore and Vietnam.

The Philippines says it has contracted for 1.7 million tons of rice to fill a 30-percent domestic production gap this year, and wants to buy an additional 675,000 tons as a buffer stock for the last quarter of the year.

The Philippines has entered contracts with Vietnam for up to 1.5 million tons and Japan for 200,000 tons.

Yap said no specific volumes and amounts were discussed during Ms Arroyo's talks with Samak.

Rice prices tripled

Samak offered rice from last year's crop, the next harvest this year or from both stocks. Thailand also was open to government-to-government or private contracts, Yap said.

Rice prices in Asia have tripled this year, with the regional benchmark hitting $1,034 a ton on Wednesday for Thai 100-percent grade B white rice. US rice futures, meanwhile, have fallen by about 20 percent over the last month and reached $28.20 per 100 pounds (45 kilograms) on the Chicago Board of Trade on Wednesday.

Prices have been lifted by growing demand, rising fuel prices, rise in agriculture funding, increasing use of food crops for biofuels, financial speculation and bad weather.

Yap has said Thailand and Vietnam have expressed concern that the Philippines' aggressive buying was driving up prices.

No to public auction

He said the Philippines preferred to negotiate directly with other governments rather than buy rice at public auctions.

Instead of a previously announced visit on Friday to the International Rice Research Institute (IRRI) in Los Baños, Laguna, Samak will visit a market in Metro Manila.

He will hold separate talks with officials from IRRI, which has been developing rice varieties to increase production and withstand drought or floods to help farmers across the world.

A Japanese foreign ministry aid official, Shigeru Kitada, said Tokyo would release $50 million in an emergency food aid plan that includes the distribution of rice, grains, beans and other foods in 12 countries by international relief agencies.

"Rice prices are skyrocketing, even though prices of wheat and other crops have somewhat subsided," Kitada said in Tokyo. "Our aim is to make effective use of our resources for those who are in dire need of food relief." AP

ARRIVAL HONORS President Macapagal-Arroyo troops the line with Prime Minister Samak Sundaravej of the Kingdom of Thailand who arrives here on Thursday for a two-day visit.

Cops kill 4 suspects in Cabuyao bank rob

Front page A1

surveillance and follow-up operations in the areas where the bank robbers were believed to be hiding.

Bgy Senior Supt. Aaron Fidel of the Batangas police told the Inquirer that there was no previous firsthand evidence to link the four men to the robbery-murders at the BCBC Cabuyao branch.

He said police investigators would need two to three days to conduct ballistic tests on the firearms recovered and to reconstruct the case with evidence gathered at the bank.

Fidel said, however, that the names of the four men were listed in intelligence reports as members of the Lucido-Javier gang, a purported robbery-holdup band operating in Southern Tagalog.

"In fact, some of our police officers were killed by this group," he said in the phone.

On relocation, relatives of the men killed manfully denied their involvement in the May 14 robbery-murders.

Of the eight BCBC-Cabuyao employees, a security guard and a depositor's representative were shot in the head by robbers who made off with an undetermined amount of money.

Seven of the eight employees, the security guard and the depositor's representative died on the spot. The eighth employee died in a hospital two days later.

1 cop wounded

There is a P2-million reward for information that would lead to the arrest of the perpetrators.

The men from Fidel recounted the first purported shootout:

The Batangas police team was calling a certain Pedro Magdoo in Barangay 4 Poblacion at around 9:30 p.m. on Wednesday when he began firing.

The police were prompted to shoot back and give chase.

Magdoo, 33, was killed. His companions were able to grab his firearm and flee in a vehicle.

One of the policemen, SPO1 Reynaldo Salazar, was shot and is in critical condition in a hospital in Batangas.

"My dad a follow-up in the robbery-slay in the suspect's (other) neighborhood," Fidel said.

He said the follow-up operation in the sleepy Batangas early yesterday resulted in the killing of three men identified as Vicencio Javier, 55; Angelito Maldabesan, 35, and Rolly Lachica, 34. (According to the Philippine National Police in Manila, the encounter took place in Barangay Balubalo.)

Javier, a former barangay captain, Maldabesan and Lachica also first after they became suspicious that lawmen were searching their rooms, Fidel said.

Criminals' refuge

Fidel described Pagsanjan as an optimal hideaway in Batangas where most wanted criminals often sought refuge. He said the three men were identified as members of the gang.

Batangas police said a Glock 9-mm pistol and magazine with five ammunitions, a Winchester rifle, a hand grenade, and spent shells from 5.56-mm and 9-mm pistols were recovered from the dead men.

Unlisted phones were also confiscated from Javier's house.

"One of our approaches [in solving the BCBC robbery-massacre] is to surround for all the robbery-holdup groups operating in the region," Fidel said.

"Through this, we will be able to track if the modus operandi of a certain holdup group is similar to the one used in BCBC," he said.

Rogues' gallery

In Manila, PNP Director General Avelino Razon confirmed that the shootout at around 12:40 a.m. yesterday was part of police operations.

"The suspects in Batangas are included in the suspects [in the BCBC robbery] that we are hunting down," Razon said in the phone.

He said police had intended to refer to Javier, Maldabesan and Lachica for questioning but the three men opened fire at the lawmen.

Per Razon's account, police showed pictures of known bank robbers to a witness to the BCBC robbery-murders. The latter positively identified one man and police immediately marked this man's known associates, leading the lawmen to Javier and company.

"The operations were based on a tried given by a witness who was a survivor in the rogues' gallery. He identified the person in the picture, and we linked him to the Javier group," Razon said.

The same ones?

He said the three men who were killed in yesterday's operations were known members of other known criminal groups in Calabarzon.

Razon declined to name these groups, saying, "We are following up this case to nab the other suspects."

Maria Fe Castro, cashier of BCBC-Cabuyao branch manager Roberto Castro, said she hoped that those killed were "the ones who really murdered my husband and the nine others, so that they will get justice."

Roberto Castro is to be buried on Saturday at the San Isidro Chapel in Barangay Halang, Calamba City.

Relatives of Bernard Lapasaran Jr., who was the bank's commercial manager, said they were aware of what happened in Batangas but it was not clear to them if those killed were the perpetrators of the robbery-murders.

Lapasaran was buried yesterday at the San Pablo Memorial Gardens in San Isidro, Laguna. With reports from Alcuin Papa in Manila; Amerado O. Reyes, Inquirer Southern Luzon

GRIEVING: Relatives of Bernard Lapasaran Jr. including his wife Wella Lapasaran, 2 sons and daughter keep close to his remains during funeral rites at the San Pablo Memorial Gardens. Lapasaran was BCBC's Cabuyao branch commercial manager

Republic of the Philippines
DEPARTMENT OF LABOR AND EMPLOYMENT
Regional Office No. NCR
3rd Flr. Antonino Bldg. 1 Intramuros, Manila
Trunk Line: (632) 527-3272
May 21, 2010

NOTICE OF FILING OF APPLICATION/S FOR ALIEN EMPLOYMENT PERMIT/S (AEP/S)

Notice is hereby given that the following companies/employers have filed with this Regional Office applications for Alien Employment Permits:

Name and Address of Company/Employer	Name of Foreign National/Citizenship	Position
1. CORE MS PLASTIC, INC. 111 Bonanza, Lipata	Mr. Hyundo Lee Korean	General Manager
2. CORE MS PLASTIC, INC. 111 Bonanza, Lipata	Mr. Lester Adam Lukanyan	Marketing Manager
3. MIDDLE OF SUMMER BEACH RESORT, INC. Sta. Ana Beach, Aparri/Cagayan	Mr. Hun Hak Bae Korean	Consultant
4. FRANKE FOODSERVICE SYSTEMS PHILIPPINES, INC. GPI 5 Bldg. Sub, Calamba City	Mr. Masahiko Michael Pagan American	Operations Manager
5. MIZUHO PHILIPPINES, INC. GPI 1 Bldg. Sub, Calamba City	Mr. Shigeki Fujihira Japanese	Senior Manager
6. CONTINENTAL FERRO ELECTRONICS (PHILIPPINES), INC. GPI 5 Bldg. La Mesa, Calamba City	Mr. Kai Wuerdemann German	Director, General Manager
7. PCE-PHILIPPINE BANILA PROCESSING CENTER, INC. GPI Bldg. Bldg. Sub, Calamba City	Mr. Ee Mok Yee Korean	Production Manager
8. PCE-PHILIPPINE BANILA PROCESSING CENTER, INC. GPI Bldg. Bldg. Calamba City	Mr. Woo Kwan Yeon Korean	President
9. CEDCO OFFSHORE CONSTRUCTION SERVICES, INC. Sucat Bldg. Sub-Personal Sucat	Mr. Myint Win Myanmar	Piping Foreman
10. CEDCO OFFSHORE CONSTRUCTION SERVICES, INC. Sucat Bldg. Sub-Personal Sucat	Mr. Maung Maung Kyi Thar Myanmar	Piping Foreman
11. CEDCO OFFSHORE CONSTRUCTION SERVICES, INC. Sucat Bldg. Sub-Personal Sucat	Mr. Myo Set Maung Myanmar	Piping Foreman
12. CEDCO OFFSHORE CONSTRUCTION SERVICES, INC. Sucat Bldg. Sub-Personal Sucat	Mr. Lat Win Myanmar	Piping Foreman
13. SAMSUNG APPAREL, INC. MCM, Rosario, Cavite	Mr. Kai Ho Shin Korean	General Manager
14. TOSHIBA INTERNATIONAL TECHNOLOGY CORPORATION PCCM, Rosario, Cavite	Mr. Yoshio Hosoki Japanese	Engineering Department Advisor

If you have any information/objection to the above-mentioned applications please communicate with the Regional Director.

ATTY. RICARDO G. MARTINEZ, RN., CESO III
Regional Director

Lose weight, make peace is ME diet group mantra

Front page A1

over the world struggle with," said Yael Lotwrak, an American born Israeli who started the group.

"I thought this would be a great way to bring together women who wouldn't normally meet each other."

Israelis and Palestinians around Jerusalem are separated by Israel's West Bank barrier and a network of checkpoints, which Israel says are needed for security, but which Palestinians call collective punishment.

Decades of conflict have interrupted most migration and ordinary people from across the divide rarely get the chance to sit down and swap stories, let alone form friendships.

'Sites peace'

Last week, a filmmaker, set up the first Jerusalem-based diet group for a joint documentary called "A Slim Peace."

She won funding from the US-based Charities Advisory Trust for subsequent courses and the fourth has just started.

Personal peace-making

Hopeful might dismiss this unusual attempt at coexistence as naive, noting power evaluator charter despite a string of initiatives using everything from beauty contests to surfing to try to promote ties between Israelis and Palestinians.

But while small-scale initiatives like these rarely make headlines, proponents argue they work because they make person-making personal.

"Let it all out. Work, the news, kids, the husband, (the ex-husband, the ex-husband)," himself Ghidya Gorel-Knopfel said in a warm-up exercise at a recent class in Jerusalem.

The women collapse into giggles.

Israeli women embraced diet support groups decades ago and the Jewish state was one of the first countries to establish a branch of US weight loss group Weight Watchers.

Starting in a more recent trend in Palestinian society, but it is catching on fast—thanks in the absence of Western television shows and given—relatively high obesity rates in the West Bank and Gaza Strip.

At the "Slim Peace" groups, women are bound by a common and intimate interest—their bodies.

"Before, the only benefit I knew were soldiers at checkpoints, I thought they were all bored," said Palestinian student Eman Bassous. "But in the group, we forget we are Israelis and Palestinians—we are just women talking about nutrition."

Palestinian dietitian Suha Khoury and Gavin Kruhili lead discussions about nutrition and self-help. Seeking neutral ground, the women meet at an international school and speak English rather than Hebrew or Arabic.

The Palestinians come from the West Bank and East Jerusalem.

The women talk about their lives, families and bodies, and are often surprised to learn they have much in common.

But it's not all light-hearted. Women on both sides struggled at times to keep political tensions between the two sides—after heavy Israeli bombing in the Gaza Strip or intensified cross-border rocket attacks by Palestinian militants.

"I was angry the Israeli woman didn't understand how people in Gaza are suffering," said Bassous, the student.

"But then some of them said they had children moving in the army and I realized they want to protect themselves and their families—just like us."

Yehiya Shwairy, a chatty 41-year-old Israeli, said she quickly formed friendships with the Palestinian women but was unsure how to bring up the prickly subject of her children's mandatory military service.

'They suffer too'

Shwairy says her uncomfortable talking about the Palestinian militants who fire rockets at towns near her daughter's home in southern Israel.

"When the time was right I spoke about it, and I got very emotional," she said. "My daughter was terrified by the rocketing in this group. She wanted me to tell the Palestinians about the terror in her life, but I told her in Gaza they suffer too."

The women have no illusions about solving one of the world's most intractable conflicts with a 20-week diet class. In fact, several of them say they haven't even lost much weight. But they do argue such groups can change attitudes.

"I hope the Israeli women will tell others about the Palestinians they met who were not just terrorists—women who were willing to talk," Shwairy said.

"It might not solve the peace process, but it helps us see each other as human beings." Reuters

Filipina Leader GRACE GALINDEZ-GUPANA Appointed

AMBASSADOR of Goodwill to the World by Two Jewish Organizations

The first Asian awardee of 7 Guinness World Records, Vice President/CEO of ABS Gen Herbs Int'l and Founder/President of Hallelujah Prophetic Global (PG) Tower Foundation (HPGTF) shown with leaders of *Keren Hayesod United Israel Appeal* and *Temple Institute, Jerusalem* in May 8 and 9, 2008, during the 60th Founding Anniversary of the State of Israel in Jerusalem. (L-R) **Mr. Marcelo Galindez,** (Keren Hayesod Director), Relations with Friends of Israel), **Bishop Jovie Galanegos,** (Israel Coordinator for Special Projects, HPGTF) and **Ms. Grace Galindez-Gupana; Rabbi Sebastian Glick,** (*Temple Institute, Jerusalem* Director), **Mr. Yoav Assulin** (top Israel's religious artist), **Mr. Miriam Ayad** (Western City District Manager) Municipality of Jerusalem, Ms. Gupana, Bishop Galanegos and Mr. Effi Lahav (Chairman of Jerusalem Council). ***Keren Hayesod*** is engaged in fulfilling Biblical prophecy through humanitarian and social projects since 1920 and ***Temple Institute, Jerusalem*** as educational body upholding the Plans of the Holy Temple in the hearts of humankind. It will be recalled that Ms. Gupana, is obedience to God and a testament to her enduring love for Israel as well as her gift to the nation on its 60th Anniversary this year, sponsored and unfurled the world's biggest flag on November 23, 2007 in Masada, Israel near the Dead Sea. ***THANKSGIVING VICTORY CELEBRATION*** *will be on June 1, 2010, 3:00pm-7:00pm at Pasay City Sports Coliseum as the UWAF 5th Annual Mission Congress : Lovers of Israel. A Celebration for JERUSALEM DAY, June 2 for GOD TO BLESS Philippines and Israel. Welcome to ALL. For more information call: Rev. Joseph Santo Ana : 0920-4732770.*

No stopping oil price rise

From page A1

the price of diesel by at least 30 centavos per liter—a material impact on pump prices which oil companies have been jacking up by 9% per liter every week starting this month.

At a long-term measure, Reyes said he was pushing for a "drastic shift" by the transport sector from crude-based fuel to alternative fuels like compressed natural gas and biodiesel petroleum gas.

'Up all the way'

With gas and oil prices setting new records nearly every day, many analysts are beginning to wonder what could stop prices from rising. There are technical signals in the futures market, including price differences between near-term and longer-term contracts, that crude may soon fall.

But with demand for oil growing in the developing world, and little end in sight in supply problems in producing countries such as Nigeria, few analysts are willing to call an end to crude's rally.

"Prices are going in one direction ... They are up all the way," said Gerard Kight of Fuel Price Consulting in Sydney.

David Moore, commodity strategist with the Commonwealth Bank of Australia in Sydney, said the sentiment in the market "is very bullish in the extreme."

US inventories fall

"The US dollar was weaker last night, and also the US EIA [Energy Information Administration] report showed an unexpected decline in US commercial crude oil inventories, so there's a combination of factors pushing the oil prices higher," Moore said.

Crude prices blew past $130 on Wednesday amid concerns about demand, supplies and a weaker dollar, and then prices just kept going up. The price cap accelerated when the US Energy Department's Energy Information Administration said US crude inventories fell by more than five million barrels last week. Analysts had expected a modest increase.

Late Thursday afternoon in Singapore, light, sweet crude for July delivery was up $1.71 at $134.80 a barrel in electronic trade on the New York Mercantile Exchange.

The contract had earlier hit a trading record of $135.09 a barrel after rising $4.19 during Wednesday's floor session in order to $133.17. The settlement price marked crude's largest one-day price advance since March 26.

Some analysts say crude has been boosted in recent days by especially strong demand for diesel in China, where power plants in some areas are running desperately short of coal and constant earthquake-hit regions are relying on diesel generators for power.

Aging oil fields

Also, the Wall Street Journal reported on Thursday that the Paris-based International Energy Agency (IEA) is in the middle of its first attempt to comprehensively assess the conditions of the world's top 400 oil fields.

For several years, the IEA has predicted that supplies of crude and other liquid fuels will not grow quickly upward to keep pace with rising demand, topping 116 million barrels a day by 2030, up from around 87 million barrels a day currently.

Now, the IEA is worried that aging oil fields and diminished investment mean that "future crude oil supplies could be far tighter than previously thought."

The agency feels that oil companies may have to struggle to surpass 100 million barrels a day in production over the next two decades, the newspaper reported.

That view has been echoed by many analysts watching the seeming unending string of oil price records.

Structurally tight

"The market is really structurally tight ... oil demand is not growing that fast but supply is constrained," said Victor Shum, an energy analyst with Purvin & Gertz in Singapore.

In its weekly report, the US Energy Information Administration said gasoline inventories fell, which took the market by surprise as well. Inventories of distillates, which include heating oil and diesel fuel, rose less than analysts had expected.

In Asia, the dollar has gained slightly from overnight levels, but the US currency is still showing a downward bias that wasn't there last week.

Investors see hard commodities such as oil as a hedge against inflation and a weak dollar. They pour into the crude futures market when the greenback falls. A weak dollar also makes oil less expensive for buyers dealing in other currencies.

Many investors believe the dollar's pronounced decline over the past year has been the most significant factor behind oil's rise from about $86 a barrel a year ago.

Bullish factors

"All the forces is on bullish factors. You simply have to follow the trend and buy now," said Tetsuo Kuguyama, an analyst at Resona Asset Management in Tokyo.

"You really cannot forecast how much further the market will rally now. All I can say is the market will continue to rise," Kuguyama said.

Moore, however, said his bank's expectation "is that oil prices will ultimately fall back from current levels over the course of this year ... the likelihood is that we'll see oil prices sustaining at what would be considered a high level by the standards of a couple of years ago for some time yet."

With reports by AFP and Reuters

Electric co-ops will shut down, ERC chief warns

By TJ Burgonio

DEFICIENCIES ELECTRIC COoperatives will likely shut down if the Energy Regulatory Commission decides to lower the cap on how much of their operations losses can be passed on to consumers, ERC Chair Rodolfo Albano said yesterday.

Albano said rural cooperatives would suffer the most, being commercial viability and even lending say if the cap was lowered. He said that was the reason the ERC was keeping a tough issue deciding on the issue amid the growing public clamor to lower power rates.

Republic Act No. 7832 Unbundling and Electric Transmission Lines/Materials (Pilferage Act) allows private power distributors, including Meralco, to pass on to consumers up to 9.5 percent of their systems losses, and electric cooperatives, 14 percent.

"The main question that is bugging us is the complaints of shareholders and investors [saying] electric cooperatives because they're the ones suffering from systems losses," Albano said at the Umpang Bulan forum.

"If we lower that [cap], they will suffer the most. In the end, the consumer will not even operate," he added.

Political issue

The ERC has come under criticism from lawmakers over its failure to cut new caps on recoverable systems losses, usually a result of electricity pilferage or technical problems in the transmission of power from generators to end users.

Albano also admitted that lawmakers and local officials, including governors, who have decided to behead of the debt-ridden electric cooperatives in their districts or provinces.

"There's a political issue here. Most of the governors and congressmen, instead of [to see their] pay on their cooperatives, which are saddled with huge debts to Napocor [National Power Corp.]," he said. "They're not intervening; they're just talking now."

Albano, however, said the ERC was seriously reviewing the possibility of lowering the cap.

The ERC has commissioned Wally del Mundo, dean of the University of the Philippines College of Engineering, to study how it could this be done.

"We're still waiting for his report," Albano said. He would not say when the ERC would come up the review which began in 2006.

Tax exemptions

Isabela Rep. Giorgidi Aggabao proposed that power distributors register with the Cooperative Development Authority or they could avail themselves of tax exemptions under the law.

"Many local cooperatives registered with the National Electrification Administration do not enjoy tax exemptions. But with the Cooperative Development Authority, they enjoy tax perks," he said.

Aggabao has filed a bill seeking to prohibit power distributors from collecting systems losses from consumers.

He said he would file a new pleading to speed up the resolution of a case he filed asking the Court of Appeals to compel electric cooperative in Isabela from imposing VAT on systems losses.

The ruling could set a precedent, Aggabao said. "While Meralco is not a cooperative, this will be binding on power distributors," he said.

Overhaul accounting system

Senate Deputy Minority Leader Rodolfo Gobot called for an overhaul of the accounting system of utilities to lower their rates.

"It would be fair to have a uniform accounting system, not only for public utilities, but for other companies to disallow this action," Gobot said.

"We should look at laws to ensure that the ERC can maximize their position in regulating this very difficult industry. The first step is to address the accounting system for public utilities," he added.

Ex-SC justice quits Meralco post over row with Garcia

By [illegible]

ANDRES on May 27," said Wong, who is also chair of the Philippine Stock Exchange.

Former Supreme Court Assoc. Justice Artemio V. Panganiban said he was also among those who have been asked to join the boards of companies in which Enrique Razon Jr. has investments.

Panganiban, who is also a member of the Philippine Stock Exchange, said he was asked to join the boards of International Container Terminal Services Inc., Manila International Container Terminal and Asia Terminals Inc.

Panganiban said he declined the offers because he was already a director of Manila Electric Co. (Meralco).

Razon is the chairman of Meralco.

Panganiban said he was also asked to join the boards of Bank of the Philippine Islands and BPI Family Savings Bank Inc., but he declined the offer because he was already a director of Ayala Corp.

Panganiban said he was also asked to join the boards of Philippine Long Distance Telephone Co. and Manila Electric Co. (Meralco),

SMART

GOLD

THE LEADER IN MOBILE INTERNET INTRODUCES THE ONLY UNLIMITED ROAMING MOBILE INTERNET SERVICE ACROSS ASIA.* NOW JUST $10 PER DAY.

You've enjoyed the flat rate of P10 per 30 minutes in the Philippines now get charged only $10 per day whenever you travel abroad.

Surf via roaming GPRS either directly on your cellphone or as a modem for your laptop without worrying about expensive hotel WiFi or per kilobyte charging. It's so easy to stay connected whenever, wherever. It's definitely the best deal only from SMART.

*Make sure you manually select CONEXUS partners when in the following countries:

StarHub SINGAPORE | indosat INDONESIA | Far EasTone TAIWAN | DoCoMo JAPAN | Hutchison Hong Kong HONG KONG | KTF KOREA

Step 1: In your network selection, choose manual selection.
Step 2: Search for available network.
Step 3: Choose the appropriate CONEXUS partner.

CONEXUS MOBILE ALLIANCE

To enjoy this great offer, get a SMART Gold 3G handset now!

$10 per day offer is available to all SMART postpaid subscribers, including corporate subscribers, from April 17, 2008 to October 16, 2008 for SMART-issued No. 7750 Series of 8888.

Aplus METRO
Like Ever G. Dipasupil
Send us your feedback: inquirer.net/metrosight@inbox.ph (Globe) or 901-2 (Smart) E-mail: yr_metro@inquirer.com.ph

Armed men burn bus in QC terminal

Police doubt if NPA is involved

AN INVESTIGATOR inspects bus torched by unidentified men inside Victory Liner terminal.

By Marlon Ramos and Alexis Pepa

ARMED MEN, WHO INTRODUCED themselves as "taong labas" (rebels), broke into the terminal of a transport company in Cubao, Quezon City Wednesday midnight and set a bus on fire.

The men left on a van without a plate number.

The incident occurred two days after Philippine National Police chief Director General Avelino Razon Jr. went around Cubao to ensure the safety of businesses in the district.

Officials of the Quezon City Police District (QCPD) expressed doubts that New People's Army (NPA) rebels were behind the attack on the Victory Liner terminal at the corner of New York and Boston Streets, Barangay Pinagkaisahan.

Razon said the armed wing of the Communist Party of the Philippines (CPP) did not have the capability to do the bus burning.

Senior Supt. Magnaye gged Gerdula, QCPD chief, said communistic rebels did not usually refer to themselves as "taong labas."

"They usually shout 'NPA kami' or 'mabuhay ang NBM' but they don't use the words 'mga taong labas kami,'" Gerdula told the Inquirer.

Lone watchman

Supt. Augusto Cabuila, QCPD finance 16 commander, said the suspects detained the lone watchman but did not mention "NPA" at all.

Cabuila said they were not discounting the possibility that extortionists were behind the incident.

Supt. Freddie Melaza Mabunay, chief of the QCPD Criminal Investigation and Detection Unit, said their investigation was focused on the likelihood that dismissed employees were involved.

Mabunay said it could be a labor-related incident and some kind of a retaliatory act against the management. He said they received information that former employees warned company executives that something would happen to them if they refused the sacked workers' demands.

Mabunay added that several drivers and conductors were dismissed for various offenses.

Cabuila said at least 10 men with handguns entered the parking lot at around 11:30 p.m. and took the .38-caliber revolver of security guard Alexander Bañuls.

"Mga taong labas kami daw[sic]. Mayroon na kaming galit sa Victory Liner. Kasuro lang ang dinilig[sic] namin. Hindi pa mabigay," one of the men allegedly told Bañuls.

Partially burned

The men then herded six other employees in a corner of the garage before pouring at least six cans of lacquer thinner onto a bus and setting it on fire.

Two other buses were partially burned before firefighters put out the fire around 12:30 a.m. Thursday.

Three more buses were also damaged.

Cabuila said they asked the bus firm for the personal data of dismissed workers.

Razon said the incident was more likely the work of an ordinary crime group trying to extort money.

National Capital Region Police Office chief Director Geary Barias said they were looking at all possible angles to determine the motive.

He said probers were using an artist's sketch of one of the suspects to help them in the investigation.

Did You Know

INTERNATIONAL environmental director Cadaleso "Leto" Bicoma was killed in a car accident on East Avenue, Quezon City on May 22, 1985. He was 43 years old. Bicoma was also a human rights advocate and was a member of the commission that drew up the 1987 Philippine Constitution.
(Cyril L. Bonalaska, Inquirer Research)

Brittany BEAUTIFUL
A Vista Land Company

You've made your fortune. Now make some time.

CrossWinds Tagaytay
There's time to waste here

CrossWinds
Mountain Villa

Now open for sales. Call 8702808 or visit www.brittany.com.ph

Garbage collectors told to make door-to-door calls

GRILLED GRILLIGITTE

By Julie M. Aurelio

THE METROPOLITAN MANILA Development Authority yesterday asked garbage collectors to make extra efforts in collecting waste from barangays not reached by trucks because of narrow roads.

More efficient garbage collection is expected to help prevent floods during the rainy season.

MMDA Chair Bayani Fernando asked garbage collectors to pick up trash on a house-to-house basis or households would not dump it in collection points.

"We are discouraging the designation of collection points as discarded plastic bags make their way to the sewers and drainage systems, causing unnecessary flooding especially during the rainy season," Fernando said.

Flood control and sewerage management chief Baltazar Melgar said strip animals that picked up waste also contributed to worsening floods.

"Garbage scattered by animals find its way into flood control systems and obstruct the flow of waters," Melgar said.

Fernando noted that many garbage collectors did not make any effort to visit hard-to-reach neighborhoods, or were simply unaware of the MMDA's door-to-door garbage collection scheme.

Garbage trucks get the trash from collection points which, Fernando said, resulted in a foul smell especially if the waste is not collected on schedule.

Of the 1,344 barangays in Metro Manila, about 483 barangay are not accessible to garbage trucks. Households in these barangays usually dump their trash in collection points by the road side.

Fernando said local governments should hire garbage collectors that would go house-to-house to collect trash, based on MMDA Council Resolution No. 02-20.

The MMDA chair said residents could also take out their garbage and hand it to collectors when they hear the garbage truck bell on collection days.

Lim calls for speedy arrest of cop killers

By Allison W. Lopez and Nicole Bataz

MANILA MAYOR ALFREDO LIM ordered yesterday the Manila Police District to strengthen efforts to solve the killings of two policemen in Pasay last week.

In a command conference with MPD officials yesterday, Lim said he expected the "full cooperation" of the police force in the arrest of those responsible for the deaths of PO2 Faustino Nisit and PO3 Jose Yousef Batiste.

"Whatever you are doing now, drop everything and concentrate on finding the killers. During our time, cop killers were always caught," he told policemen.

"Now, people seem more hesitant to give information to the police," the former MPD chief added.

"No suspect gave the slain cops' families P50,000 each and offered them jobs.

MPD director Chief Supt. Roberto Rosales said they would get the suspects "dead or alive" but stressed he was not inviting a shoot-to-kill order.

"If, there is resistance and the lives of the policemen are in grave danger, we will not wait to get hurt first," Rosales said.

Adding that the suspects were armed and dangerous, he said the police will also be "armed to the teeth to arrested in them."

Rosales said four of the six suspects, who also robbed and killed businessman-lawyer Alfred Dy, had been identified.

Witnesses identified former Philippine Army Cpl. Antonio Bacus and Enhanced Members alias Gilbert Collado through pictures provided by police. The suspects were previously arrested and charged for a string of robbery cases involving foreign-exchange shops in the city.

Bacus was reportedly one of three men involved in the shootout with Nuri and Batiste, while Collado allegedly drove the motorcycle as they fled from the scene.

Rosales refused to name the two new suspects.

The mayor proposed to the MPD chief that those should be more foot patrols by uniformed cops for police visibility and the development of "community-wide" watch systems.

The MPD, Lim said, should accurately consider recruiting officers who are Manila residents or have been in the city to develop a deeper networking system.

"If our cops were born and live in Manila, there is affinity there in each and it. They will be more than willing to risk their necks out for family and friends, ensuring the welfare of our city residents," Lim said.

But the mayor reminded the MPD to avoid the "salvaging" (extrajudicial killing) of criminals.

METROBRIEFS

Pasig residents get free wheelchairs

THE PASIG City government has distributed wheelchairs, mattresses, and medical kits to around 100 bedridden and poor Pasig City residents recently. Mayor Robert Eusebio said the distribution of medical equipment to the city's poorest is part of the the city's Hospice Home Care Program which aims to provide sick residents with basic health needs. Apart from wheelchairs and mattresses, the beneficiaries received walkers, crutches, pedicures, medical kits, nebulizers and diapers during the project's launch last Tuesday. Before the launch, the city's health department compiled a list of the poorest Pasig City residents and surveyed their needs to determine the kind of service to provide them. Eusebio said he was surprised at how simple their requests were. "All they wanted were mattresses, diapers and electric fans. How could we disappoint them?" he said. The initial beneficiaries came from poor families in Barangays Rosario, Maybunga, Pinagbuhatan, Palatiw and Sto. Tomas.

Kristine L. Alave

Australia, UK donations for NBI

THE NATIONAL Bureau of Investigation yesterday received vehicles and computers donated by the Australian government to help the agency's anti-terrorism efforts. Australian Ambassador Michael Smith and representatives of the Australian Police force turned over two Toyota Altis, a Toyota Camry, two Toyota Innovas, three motorcycles and several laptop computers to the bureau during simple ceremonies yesterday morning. NBI director Nestor Mantaring said the donation would immensely improve the bureau's capability in its antiterrorism efforts and boost the mobility of its manpower. The NBI also recently received from the British government laptop computers, mobile phones, printers, scanners, recorders and digital cameras. "This is a reminder of our commitment to help Philippine authorities raise their capabilities to deal with fraud," said British Ambassador Peter Buckingham.

Cleo C. Santos

'Kaayusan sa Kalsada' in Navotas

NAVOTAS Mayor Toby Tiangco and the Navotas police have intensified the city's program to maintain orderly streets, vendor-free sidewalks and no-hassle roadways. The project, in line with the National Police's implementation of the Bantay Lungsod Program and dubbed "Kaayusan sa Kalsada," is backed up by the strict implementation and monitoring of traffic rules and regulations, with the Public Order and Safety Office and Task Force Dolphins as the support offices. The program also focuses on controlling street crimes and launching crime prevention information campaign that includes the continuous recovery and clearing of sidewalks, the apprehension of colorum jeepney franchises, vehicles and the arrest of operators involved in electric posts, among others. "What we have implemented will not only clear and recover the sidewalks belonging to the government, but will also allow our response teams to reach their destinations faster during emergency situations," Tiangco said.

Cops arrest suspect in hospital robberies

By Tina G. Santos

AUTHORITIES ARRESTED a man suspected of victimizing patients in a government hospital in Manila the other day.

Police said Rosuge recorded on the closed-circuit television (CCTV) camera installed in the Jose Reyes Memorial Medical Center in Sta. Cruz played an important role in the arrest of Reinato Gutierrez, 27, of Caloocan City.

Gutierrez was apprehended at the hospital's Ear Nose Throat ward on the fourth floor shortly after he allegedly took a bag owned by Teresita Abugan containing P1,400 worth of medicines as he used it for her husband's operation.

Abugan told police that as soon as she realized her bag missing, she alerted hospital security personnel, who quickly reviewed the CCTV tapes.

The footage showed the suspect changing clothes apparently to elude arrest, police added.

A hospital staff member claimed they had long been receiving complaints of missing valuables from their patients who were apparently robbed while they or their companions were asleep.

FEEDING PROGRAM British Foreign Minister for Southeast Asia Meg Munn visits the site of Landower's Pinglabtis ang Bukang Pinoy Feeding Program in Barangay Buenlo Tondo, Manila, part of her itinerary during her three-day stop in the country recently.

Water service interruption in Caloocan, Malabon and Quezon City announced

By Kristine L. Alave

RESIDENTS OF SOME parts of the cities of Caloocan, Quezon and Malabon will experience water service interruption for seven hours from 11 p.m. Friday to 6 a.m. Saturday.

The Maynilad Water Services Inc. announced yesterday it would cut off water services in portions of Caloocan and Malabon because of the installation of 130-mm pressure regulating valves in the existing 150-mm waterline along Sulu corner U. Plata and B. Serrino Streets in Caloocan.

The areas that will be affected in Caloocan are portions of Rizal Boulevard, McArthur Highway, Tinio and Rodriguez, Sitio Canoe Park bounded by Sitio Pitong Gatang, 10th Ave., and A. Bonifacio, Filoil Avenue, Sitio Sulu to 7th Ave., Barangay 77, 79 and 179 bounded by JP Rizalino, Samson Road and McArthur Highway, and Barangay 83 to 178 bounded by Samson Road, Sitio Sto. Sinturong and Sitio Bocaue.

In Malabon City, areas that will have low pressure in its water include parts of Morning Breeze bounded by McArthur Highway, Tinio Ext., NDR and Repara in Caloocan, and Arimco Street and Ortega Road.

Meanwhile, several communities in Quezon City will experience water shortage for about eight hours from 10 p.m. on Fri. day to 6 a.m. on Saturday. This was due to the interconnection of 250-mm and 200-mm pipelines along Tandang Sora corner General Avenue, Batasy Tom.

Areas in the city that will have low pressure in its water for eight hours are Capitol Homes, Sitio Sto. Domingo, Mariwal Subdivide., Interior Tandang Sora, portion of Tandang Sora from General Avenue to Mindanao Avenue, portion of Mindanao Avenue from Tandang Sora to Road 20, Bagong Devs, South Green Park, Hills Village, and Sta. Peqarosa Village.

METRO
Citizen's Call
Use Strip of Affections and Disaffections to write up of stories.
YOUR STORIES. THEY'RE ALL ABOUT YOU.
0918-8985566
P.S.
INQUIRER

5-year-old boy drowns in QC swimming pool

By Marlon Ramos

A 5-YEAR-OLD BOY DROWNED WEDNESday night in a swimming pool inside a Quezon City private resort in Quezon City.

Adrian Paul Sevilla, of 8-B Ilocos Avenue, Barangay Kaw in Lupa, Quezon City, died on the way to the East Avenue Medical Center.

Supt. Lito Binang, chief of the Station Division of the Quezon City Police District, said the victim and two other 5-year-old boys, slipped past the security personnel of Rizal's Duel Resort on 66 Mackinley Street, Barangay Silangan around 6:30 p.m. He said they had rolled out first in the boy's death.

"It was just an unfortunate accident. No one really wanted it to happen," he told the fourmen.

Binang said the boys jumped into the swimming pool unnoticed by the caretaker.

Sevilla's companions cried for help as they saw the victim floating in the five-foot deep pool.

Samuel Castrella, the resort's caretaker, took the victim out of the position could not revive him.

Binang said the resort owners offered to help the victim's family although they were not liable for the incident.

Government Warning: Cigarette smoking is dangerous to your health

The WORLD

Editor Lorenzo B. Gozon

Israel, Syria announce talks on peace treaty

JERUSALEM—ISRAEL AND SYRIA ANNOUNCED on Wednesday that they were engaged in negotiations for a comprehensive peace treaty through Turkish mediators, a sign that Israel is hoping to halt the growing influence of Iran, Syria's most important ally, which sponsors the anti-Israel groups Hezbollah and Hamas.

Senior Israeli officials from Prime Minister Ehud Olmert's office and their Syrian counterparts were to travelled, Turkey, on Wednesday where both groups had been staying separately, at undisclosed locations, since Monday. The mediators shuttled between the two. Syria and Israel have not negotiated directly in eight years.

Syria's motives are clear: it wants to regain the Golan Heights captured by Israel in the 1967 war and to reestablish a relationship with the United States, something it figures it can do through talks with Israel. The Israeli outlook has enriched the Palestinian group Hamas take over Gaza and gain ground in the West Bank, and the Lebanese group Hezbollah display raw power in Beirut, Lebanon, in recent weeks—an effort to pull Syria away from Iran could produce enormous benefits. An announcement on Wednesday of a peace deal that gives Hezbollah the upper hand in Lebanon's government probably added to Israel's sense of urgency on the issue.

The Americans government opposed Israeli-Syrian negotiations because they feared that such a negotiation would reward Syria at a time when the United States is seeking to isolate it for its backing of Hezbollah and its meddling in Lebanon, Bush administration and Israeli officials said. The United States yielded when it became clear that Israel was determined to go ahead, they said.

The talks come less than a week after President Bush, speaking to the Israeli parliament, extended a olive by calling those who would negotiate with "terrorists and radicals."

The Turkish prime minister, Recep Tayyip Erdogan, has been working on conveying negotiations for some time, an official in his office said, including holding phone conversations with leaders on both sides, and assigning a special envoy to handle the diplomatic back-and-forth. The fact that messages were being exchanged has been public for a couple of months, because of official Syrian announcements.

The senior Israeli official said that shortly after Olmert became prime minister more than a year ago, he went to Turkey and held a long one-on-one meeting with Erdogan in which it was decided that Turkey would mediate between Israel and Syria. AFP

Seesaw battle with Taliban makes Afghan stability a distant goal

KHAKREZ, AFGHANISTAN—Last fall, groups of Taliban fighters summoned men every village in this district to join their Afghanistan. American forces arrived to sweep them out in January, people here say. By April, the Taliban were back, surrounding the district center in a show of force that drew villagers to their ranks. Then the insurgents melted away again.

The American military often describes the insurgency as being like a balloon that when squeezed in one place, pops up in another. With the arrival of spring and a new fighting season, some local officials say Nato must move faster to strike the Taliban while the insurgents are weak, to prevent another summer offensive and to gain people's confidence. Frightened people still not suppose the government, like Karzai, is left in western guns and bring real security and strong government. An important is whether they can be done before the war-weary drives relations within the American-led alliance, and between it and the Afghan people. Progress is so slow that Afghans often wonder aloud whether the international forces secretly wants the Taliban to survive.

"No one claims this is going to be a year of full mobilization of cross-civilizing violence, let alone an end to the conflict," said Christopher Alexander, deputy special representative for the United Nations in Afghanistan.

But he added, "There is a different picture in different places," making it extremely difficult to gauge progress, and which has helped generate divergent views of the conflict between Afghan officials and their American and Nato counterparts.

Nato and Western officials in Afghanistan say that the Taliban is weakened, and the Afghan forces and government are slowly growing stronger. But some American officials also talk of an insurgency and drug-related criminality that are expanding. The public perception, too, is that things are getting worse. NYT

AN AFGHAN family sits outside of their home and waits for an soldiers from Canada build a compound in Zhangi district, Southern Afghanistan, on May 21. REUTERS

UN chief in Burma, presses for more aid

BANGKOK—UN CHIEF BAN Ki-moon flew to Burma (Myanmar) on Thursday to press the ruling generals to allow a full-blown international aid effort for 1.4 million people left destitute by Cyclone "Nargis."

The UN secretary general was driven directly on arrival in Rangoon (Yangon) flood with tens represented by the cyclone whose workers were still shovelling debris from trucks, nearly three weeks after the storm left nearly 134,000 dead or missing.

Ban, other host said relief workers had been able to reach only a quarter of those in need after the May 3 storm and no surge, signed a book of condolences at the foreign ministry and paid respects at the Shwedagon Pagoda, the most sacred site of Burma's Buddhists.

"We must do our utmost for the people of Burma," Ban said when he arrived in the Thai capital, Bangkok, on Wednesday before crossing in Burma.

"Aid in Burma should not be politicised. Our basic aim is to saving lives."

The United Nations and the Association of Southeast Asian Nations (Asean), of which Burma is a member, are to convene a donors' pledging conference in Rangoon on Sunday.

The government wants more than $11 billion in aid, but international donors need assurances that the funds, Aseen Secretary-General Surin Pitsuwan said in an interview.

"Accountability is important to guarantee confidence and visibility the damage and needs, otherwise confidence during pledging will be affected," Surin said in an interview in Bangkok.

Ban was to visit the worst hit (reportedly Delta on Thursday before going to meet Senior Gen. Than Shwe on Friday in Naypyidaw. Reuters

CANNES LIONS 2008 LAUNCHES YOUNG LIONS ZONE

BRAND NEW AREA OPEN TO ALL YOUNG LIONS AND STUDENT DELEGATES

London, 19 May 2008 — Young Lions and Student delegates attending the forthcoming 55th Cannes Lions International Advertising Festival will be able to further enhance their experience by visiting the brand new Young Lions Zone, a place where they can learn, be inspired and meet fellow young creatives.

In addition to taking part in all the Festival activities open to all delegates, Young Lions and Students will also be able to enjoy the many other benefits available in the Young Lions Zone, which will include free daily breakfast courtesy of Lois Burrell Worldwide, interactive kiosks showcasing all the competing entries, view the winning work from the Young Lions Competitions, Exhibitions of student work from leading advertising colleges and universities from across the globe, a chill-out area and a host of Master Classes.

A series of 11 Master Classes offering exclusive, intimate and unprecedented one-hour sessions with leading industry figures will provide inspiration, a unique live insight experience and insight of the most influential and forward-thinking personalities of the advertising industry. Speakers are:

Rich Silverstein, Director, Professor - VCU Brandcenter
David Droga, Creative Chairman, Draga5
Matt Freeman, CEO - Tribal DDB Worldwide
Alexandra Gama, Founder, Chief Creative Officer, HEDGAMA/BBH
Rob Schmiechen, Worldwide Creative Director, Facebook Facebook
Mark Lee, Chief Creative Officer, North America - R/GA
Piyush Pandey, Executive Chairman & Regional Creative Director, Ogilvy & Mather India & South Asia
Robyn Peiffer, Creative Head, WPP
Jim Stengel, Global Marketing Officer, Procter & Gamble
Paul Shoebridge, Co-founder - Naked Communications
Jeremy Wright, Global Director, Mobile Brand Strategy & Mark Freeman, Creative Director – both of Nokia Interactive

"Many companies send their young people to Cannes as part of their formal training, paid for by the training budget, and we are committed to ensuring that the Young Lions and Students get a world-class experience during their week at the Festival. The fantastic line-up of speakers simply underlines that the industry, too, believes in education and training for the people who will be the global leaders of the future," said Philip Thomas, CEO of the Festival.

For further information on the Young Lions Zone and how to take part, please visit www.canneslions.com

China to probe builders after collapses

CHENGDU, CHINA—CHINA vowed on Wednesday to deal severely with anyone found responsible for shoddy state building work, as parents demanded to know why last month's earthquake destroyed so many schools, killing thousands of children.

Nine days after the massive tremor hit mountainous Sichuan province in southwestern China, rescuers were still finding survivors. A woman was pulled alive from a hotel at a hydropower plant in the county of Hongbai, state media reported.

The number of dead and missing rose to more than 74,000, with a further 247,000 hurt.

But aftershocks, heavy rains as memorials passes, rain and the threat of disease have complicated relief efforts.

Thousands of children died when their schools crumbled around them, prompting widespread claims that corruption chiefly compromised the buildings' strength.

Hundreds of distraught relatives placed wreaths along the road leading to Fuxing primary school in Wufu, where at least 127 children were crushed to death. They hoisted a banner reading, "The children did not die of a natural disaster. Evil officials killed them."

"No amount must be given to our children," said Li Xiuqing, whose 13-year-old son was among the dead. "There is a problem with the buildings ... all the buildings have did not collapse except the classroom building."

Li Rongping, who heads the state-owned Assets Supervision and Administration Commission and is in charge of overseeing China's huge state sector, told a Beijing news conference that generally constructive, comparisons under him were very good.

But he added: "If those buildings [which collapsed] were built by major state-owned firms, we will take severe measures."

In Yuhuan town, where more than 200 pupils died, a woman who lost her 13-year-old daughter said the school building had two levels in 1995, but illegally added two more later. Reuters

Spain calls arrest of reputed ETA chief a severe blow to Basque separatist group

MADRID, SPAIN—SPANISH PRIME MINISter said Wednesday the arrest of the reputed leader of the armed Basque separatist group ETA and three other senior members has dealt the militant organization a severe setback.

The interior minister said the suspects had been behind recent ETA killings.

Premier Jose Luis Rodriguez Zapatero told reporters the arrest of Francisco Javier Lopez Pena in France on Tuesday night, along with three other suspected senior members of ETA, was "certainly another important step in the advance of democracy against terror."

ETA has been waging a sustained campaign of bombings since ending a ceasefire in late 2006, including two big car bombs in the past week, one of which killed a policeman.

Spanish and French police arrested the four suspects in a Bordeaux apartment. Zapatero said all four held senior positions in ETA. The said, he said, "has delivered a severe blow to the leadership of the terrorist group ETA."

Two more people were arrested Wednesday, one in Spain and a French citizen in France who owned the apartment, he said. French police said handguns and materials that could be used for making bombs were found in the apartment.

ETA LEADER Javier Lopez Pena held by a masked police officer on May 21. AP

"This is not just another police operation in the sense that one of the detained, Francisco Javier Lopez Pena, is to all likelihood at this moment the person with most political and military weight in the terrorist group ETA," Spanish Interior Minister Alfredo Perez Rubalcaba said from Senegal, where he was on an official visit.

The minister cut short that trip and flew back to Madrid...evidence of how seriously Spain takes the first arrest of a reputed ETA chief since 2004.

At a news conference later in Madrid, Rubalcaba said he thinks the four ETA suspects arrested in France "are behind or even ordered the latest killings" the group has committed. "I believe so," he said.

Rubalcaba called the arrests a big victory in Spain's decades-old battle against ETA. "We are closer to the end, but this is not the end," he said.

Since ETA ended a cease-fire in December 2006, Spanish and French police have arrested dozens of alleged members of the organization.

The latest arrests came amid a renewed campaign of attacks by ETA. The group was blamed for killing a policeman in a massive car bombing last weekend in a Basque village. It claimed another car bombing Sunday near Bilbao—the latest in more than 10 attacks by the organization since it called off the cease-fire after peace talks with the government failed. AP

Golf Asia SUMMER GOLF EXPO

SPORTS

Editor Teddyboy S. Molondres Assistant Editor Francis T. J. Ochoa

Golf Asia SUMMER GOLF EXPO UP TO 70% OFF!

HANNAH Mikaela Bachorro executes a hand stand during a loop event in the Philippine Olympic Festival at the Mindanao Civic Center Gym. Bachorro won five gold medals in different gymnastics event for category I to level 3. See story on page A28

Barako eye repeat over Tigers today

RED BULL TRIES TO TIGHTEN ITS GRIP OF THE SOLO leadership against Coca-Cola today in the Smart-PBA Fiesta Cup at the Ynares Sports Center in Antipolo City.

The Bombo got the better of the Tigers in their first clash, 82-75, for Red Bull coach Bing User said he expects Coca-Cola to come up prepared in their second meeting at 4:30 p.m.

"Coke is going to be more prepared this time than when we first played them," Users said. "Developments are becoming more interesting. It also threw the parity of the league. We cannot predict anything at this point. But a win would give us a little breathing room."

Red Bull actually has scores wins in Talk 'N Text but the Phone Pals had one more loss than the Bombo with four after downing an 84-79 setback to Purefoods last Wednesday.

LAMES TODAY
(Fiesta Sports Center)
4:30 p.m. — Red Bull vs Coca-Cola
7:30 p.m. — Air 21 vs Welcoat

The Tigers (6-4) are hoping to bounce back from back-to-back losses to the Alaska Aces, 99-91, and Air21 Express, 104-96.

Meanwhile, San Carlos and Welcoat, both losers in their last outing, clash in the main game at 7:30 p.m.

The Bombers are determined to rebound from a recent 80-88 defeat to the Power Pals in Cagayan de Oro and improve their 3-4 card.

Welcoat, with a 3-7 record, also dropped its last two games to Red Bull and Barangay Ginebra.

The Bombo, a 101-98 loser to defending champion Alaska on Sunday, will have to deal with the Tigers' two imports—6-10 Aaron Brent and 6-8 footer Joe Garcia.

Coke coach Bisky Ilarde will also count on rookies Ai Tauimu, Nic Belasco, Mark Telan and rookie Ronjie Duncalfo.

San Carlos coach Welcome, 1:11 PT, in their first meeting last May 4 and is slightly favored.

Meanwhile, the PBA board of governors deferred its decision on the television renewal for the 2009 season. The fate of the two holdouts—Solar Sports and ABS-CBN—will be known on Tuesday. Allan Anthony Argos

77 days to the 29th Summer Olympics Beijing 2008

Ford's Surprisingly Fast Summer Catch
24-hour credit response on all hot deals
P99K
P99K
P199K
P99K
Your summer just got hotter with Ford's 24-hour credit response! You can expect immediate feedback on all your credit inquiries. Get into a Ford Focus 2.0L Turbo Diesel now for only P99K. ALL-IN or avail of any of the other hot deals from Ford. Call 889 FORD (3673) for more details.
Ford
Make Every Day Exciting

STAND OUT.
Wear reflective material and bright clothing.
SPRINT 4T

Olongapo, Dagupan want PBL

TWO MORE CITIES HAVE EXPRESSED interest to host PBL matches in the new conference following the huge turnout in Game 3 of the Cignilion Amiko Sports Cup finals in Batangas City.

PBL commissioner Chino Trinidad said governorate officials from Olongapo and Dagupan have shown their interests to have PBL games in their cities.

"Our city wanted to hold one of the games of the finals," Trinidad said. Gene Tiro of the host of five series to see in Treve Marciers, Cavite, tomorrow.

Hapee Toothpaste topped Bonbon Gentre, 74-73, Wednesday in Game 1 of the 5-win played before a crowd of 6,000 at the Batangas City Sports Complex.

The turnout was the biggest since Game 5 of the 2004 finals between Hapee (Fresh Liquid Detergent) and 9Shoot Paints at the Philsports Arena.

Trinidad thanked the PBL fans, especially those in the provinces, for their support. The PBL also held games in Cavite, Tarlac and Baguio as well as Mandaluyong and Malabon during the conference. — Cedel F. Tapao

HAKE Pucay clinches birdie putt on No.7.

Pucay fires record 65, paces Thai

By Manny R. Castillo

DAGATPEY CITY—THE MERCEDES-BENZ MASTERS PHILIPpines field frolicked under ideal playing conditions at the Tagaytay Midlands layout here yesterday with Thais Pucay Bing a record seven-under par 65 to take a one-stroke lead over a Thai.

The 30-year-old from Bagato hit all fairways and gunned down eight birdies and had just one bogey in a winning start that Thai Athaneeni of Thailand almost matched to the $50,000 event.

"My game is improving every year," Pucay, a former driving range tee boy said. "My hard work is paying off, especially to the short game. We (players) just made the most out of the third conditions out there."

The players were allowed to lift, clean and place their balls with rules waiver for the week. But there wasn't a single drop of rain and the winds did not blow during the round, leaving the short par-72 course in the mercy of the creek field.

Former Thailand amateur star Athaneeni, the 2004 Putra Cup individual titlist in Indonesia, had a flawless 66 in one of the early flights with countryman Boonsan Marabek and Filipino journeyman Edwin Sanchez finishing just a stroke behind with 67s.

A total of 28 players cracked par and another eight matched it in the first round. Only one of the seven halfway cuts in the short history of the Dodging Issues Tour.

Pucay, who won twice in this circuit last year and who came so to this tournament trailing Angelo Que by a slight margin in the Order of Merit, played with Jason Dimaculangan, pacesetting last driver who was second and settling approach-es done on the flags.

His longest birdie putt came from just about 12 feet with his only bogey resulting from a three-putt from 30-feet on the 13th hole. He played his final seven holes at three-under.

The first professional tournament in this sprawling layout was held in 2000 with the Dan Gonzalez-Gary Cup. Namit-swinging Rey Paguntalan went four-under, using a first-round 67—the record that Pucay broke—to build some distance on the field.

"But it was a different case then, because the winds were blowing hard as that time," said Paguntalan, who had a 68-74 total.

Que, the reigning Philippine Open champion, also turned in a happy last 68.

Former Asian Tour Rookie of the Year Jose Pagsanjan, one of the favored hosts in the 167-strong field, shot a 70 despite a triple bogey 7 on the 13th hole, while Thailand's Amnuay Kirirat rounded in an unplayable lie.

Sidney Ortenan of Malaysia also posted a 68 even as Antonio Lascuña, a former winner of the rank The Country Club Invitational and a regular Asian Tour campaigner, assembled a 69 like Thailand's Udomchai Sathiamon.

Turn to page

SPORTSWATCH

PSC-Milo sports clinics

THE 3RD EDITION OF THE ANNUAL PSC-Milo Sports Clinics, a joint program of the Philippine Sports Commission, the private sector and the national sports associations, ends today.

"We extend our gratitude to Milo and Cocham and Kingdom, and to the Philippine Swimming Association, Philippine Badminton Association, Samahang Basket-ballbulong Pilipinas at Philippine Amateur Swimming Association-Metro Pole for their support to the summer sports clinics," said PSC Chief William Ramirez.

The graduation of 250 participants, aged 7 to 8 and below, will be held today at the Rizal Memorial Coliseum at 2 p.m. with PSC Commissioners Jose Morelos and Eric Lontoc and Executive Director Ronnie Nuarte as guest speakers.

Pasay 5-cock derby today

A CASH PRIZE OF P15,000 AWAITS THE winners in the 1st Sandahan 5-cock derby at Pasay City Cockpit today.

More than 80 fights will be collected in this showdown of leading cockers and breeders. The host, 1st Cavite group, bagged the derby title at P50,000.

On May 30, a 5-cock event will be staged with Ronnie Vargas as host.

Also scheduled at Pasay Cockpit is the Bale Pasay 5-Tested Win Test Cock Derby on June 6.

For an entry fee of P2,200, the winners will get P6,000 in guaranteed prizes according to the meet's age and size group.

For details, call 551-4800, 843-1180 and 818-9760.

BY TOP CHOICE

SSC-R, Adamson spikers seek V-League final slots

EXPECT SAN SEBASTIAN '93 pull out more tricks from its bag when the Lady Stags go for a championship berth against Ateneo today in the semifinals of the Shakey's V-League Season 2 at The Arena in San Juan.

San Sebastian coach Roger Gonzaga believes Ateneo will come prepared for their 4 p.m. showdown.

But the multi-titled coach said the Lady Stags, known for their power hitting and fast-paced game, will add more variations in their attacks, especially those involving Thai import Amornrat Bunkue.

"Ateneo is preparing for Bunkue," Gonzaga told the Inquirer. "But we will try to confuse them with our rotation".

The Lady Stags, who finished with a 9-1 record in the eliminations, opened their semifinal campaign with a 25-16, 25-19, 25-16, walloping of The Lyceum Lady Pirates Tuesday.

STANDINGS	W	L
UST	11	1
Adamson	11	1
Ateneo	9	3
San Sebastian	7	5

GAMES TODAY
(The Arena, San Juan)
4 p.m. — Ateneo vs. Adamson
6 p.m. — San Sebastian vs. UST

But a couple of upsets delivered the stars in the final dive down to the last semifinal playdate.

Gonzaga, whose team notes two victories against the Lady Eagles in the eliminations, wants the Lady Stags to exploit their manpower advantage over the Lady Eagles.

"We'll try to capitalize on their weaker rotation," said Gonzaga, who shrugged off minor injury concerns to control spiker Melissa Morsid and Mores Glory Jane Pepito.

— Cedel F. Tapao

The San Sebastian-Ateneo match will also feature the clash of Thai imports in Bunkue and Phuntoei Eiw-on, who came up big for former in their semifinal push.

Adamson seeks the first finals berth against Lyceum at 2 p.m.

San Sebastian and Adamson are hoping to forge a two-all dance finals series between the two eliminations round topnotchers.

But a couple of upsets delivered the stars in the final dive down to the last semifinal playdate.

Gonzaga, whose team notes two victories against the Lady Eagles in the eliminations, wants the Lady Stags to exploit their manpower advantage over the Lady Eagles.

"We'll try to capitalize on their weaker rotation," said Gonzaga, who shrugged off minor injury concerns to control spiker Melissa Morsid and Mores Glory Jane Pepito.

— Cedel F. Tapao

Big start by GenSan, Zamboanga bets

By Jane Navarro

LAGAO DEL NORTE—WISHING AT the banana plantations of Bukidnon has kept this long-distance runner in rip-top shape despite missing competitions for quite some time.

Whatever Nori took time off from his chores in Malaybalay to ride the boys' 3,000-meter run and earn the distinction of clinching the first gold medal of the 3rd Philippine Olympic Festival Mindanao qualifying games here.

A part-time banana carrier employed by multinational firm Dole, the 17-year-old lass clocked 17 minutes and 10.41 seconds to enter the gold at the expense of Zamboanga's Glenn Arellano, who timed 17:11.78, and Eduardo Pachal of Agusan del Sur, who docked 17:13.06.

"I filed a leave of absence for one week to compete here," said Nori, an incoming business administration freshman at the Bukidnon State University.

Meanwhile, General Santos City captured 29 of the 36 gold medals in athletic gymnastics event as Zamboanga, the reigning overall champion here, made its move on the track by snaring six of the 12 gold medallists.

Precious Nikole Pama and Sandra Perez grabbed four gold medals each in girls' artistic gymnastics. Perez, 12, raked the floor exercise, vault, balance beam and all-around event of category 2 level 3 while the 10-year-old Pama duked the same events in the category 3 level 1.

Gensan's male gymnasts snagged a total 15 golds in the boys' artistic event as Jean Duncan (category 1, level 1), Ivan Ray Bagabodoro (c-1, 1:0), Roach Mark Bersa (c-2, 1:2), Sergs Aristotle Sultan (c-2, 1:1) and Mikelito Hernandez (c-2, 1:1) more than doubled the gold medal haul.

Capping Gensan's golden collection were the three golds of Cecilia Grace Dimalen (floor exercise, vault and all-around) in category 1 level 3, the two gold medals of Aces Francine Balanon (team and all-around) and Hanna Bernalte (floor exercise) in category 1, level 2.

Host Lanao Del Norte roared the team title in the girls' category 2 level 2 through the four gold medals of Leanne Jen Cadile in the floor exercise, vault, balance beam and all-around events.

Zamboanga's Heather Velez captured the girls' 100m dash for the second straight year in 12.42 seconds after provincemate Barbara Dimaano ruled the girls' century-dash in 30.04 seconds.

Velez outchased Alfrica Jade Hontiveros of Gensan (13.16) and Madilyn Mendez (13.46), who have lording it over in the girls' 100m run in two tourneys and 12-for-12 bets.

John Rey Stephen pocketed the gold in the 800m run for boys in 2:08.76 seconds.

Cathy Rabanes joined Zamboanga's golden spree with a victory in the girls' discus throw (39.10 meters).

Balancing Bonifacio Wilde Endless Tabil also drove for Zamboanga by topping the boys' triple jump (13.09m).

Bangsa City grabbed three gold courtesy of Sandilla in the girls' 3000m run (11.26.63), Edward Paul Fider in the boys' shot put (13.48 meters), and Regine Gamboa in the girls' long jump (4.76m).

Romanadal City's Shradyn Marie topped the girls' 100m hurdles while Yenny rules the boys' 110m hurdles.

Stockinger top rookie in Formula BMW race

FILIPINO-SWISS Marlon Stockinger came in fourth to emerge as the top rookie finisher in the Malaysia leg of the Formula BMW Grand Prix at the Sepang International Grand Prix Circuit recently.

STOCKINGER

The result propelled the 17-year-old from fifth to second behind Simon Wiss of South Africa in the rookie classification. Stockinger also jumped from 12th to fifth in the overall drivers' championship.

"It made some smart overtaking moves and quick lap times," said Stockinger, whose campaign is funded by BMW and Swiss Private Bank Julius Baer.

"The team (Eurasia Motorsport) did an excellent job. I think I am making progress. It helps build my morale and I am look towards the front of the field with confidence."

Stockinger beat the likes of Malaysians Melvin Moo and Chris Wanson of Australia to salvage fourth behind Japanese Ayumu Sato, Hong Kong's Ivan Jacoma and Americas Sean McGoogh.

Stockinger will compete in the European Formula BMW support races in Hungary (Hungaroring), Spain (Valencia) and Belgium (Spa), as a guest race before competing in the Formula BMW finale during the first Singapore F1 night race in September.

— Cedel F. Tapao

PSI BOWLERS: Inquirer presidente Sandy Prieto Romualdez (middle) holds the trophy won by the Inquirer bowling team in the Manila Sports Club inquirer tournament at the Bowling for Dill. Among rounds (from left): Lenard Cayabit, Cle Francisco, Noel Ubaldo, Beth Andres, Sonia Whitaker, Boy Abing, Aries Espinosa, Rey Loarca and Ricky Rabanal. Ubaldo also took the men's highest single and highest double amounts while the Inquirer team, which placed second to the All-Stars, bagged the highest team single and highest team triple awards. Other team members are Belou Good and Ming Lukcon.

MANCHESTER United players celebrate with the trophy after winning their Champions League final soccer match against Chelsea at the Luzhniki stadium in Moscow. REUTERS

Manchester United snares Champions League crown

MOSCOW—DEREK DONOVAN GETS taken off for a petulant hand to the face of Nemanja Vidic. John Terry slips and put his penalty attempt off the post. And Edwin van der Sar saves the 14th kick of a penalty shootout.

Instead of another English Premier League or FA Cup crown at Old Trafford, Manchester United's Champions League victory over Chelsea to give the Reds their fourth European Cup crown.

The match—which followed 1-1 draws from 120 minutes—made Chelsea a runner-up for the third time and underscored United manager Alex Ferguson's belief that the Premier League had caught up with and probably overtaken the leagues of Spain, Italy and Germany.

"The improvement in the Premier League is very noticeable," said the veteran Scottish manager who has now won 22 titles in his 22 years at Old Trafford. "I am pleased because it was a fantastic game. I have watched finals in the past and they have not been very good because of the pressure."

With the nets bouncing, Van der Sar dived to his right to block Nicolas Anelka's penalty attempt to give the Red Devils the title—14 days after United edged Chelsea to win the Premier League crown.

"That's the first penalty shootout I've ever won," Ferguson said. "I lost three with Aberdeen and three with United so it's seventh time lucky."

In a final that included a red card and all the flavour usually associated with meetings between English sworn enemies, Cristiano Ronaldo put United ahead in the 26th minute. AP

Kobe powers Lakers past Spurs

LOS ANGELES—KOBE BRYANT SCORED 25 OF HIS 27 POINTS in the second half Wednesday to lift the Los Angeles Lakers to an 89-86 victory over the San Antonio Spurs in the opener of their National Basketball Association playoff series.

The Lakers erased a 20-point third-quarter deficit to beat the defending NBA champions in the first game of their best-of-seven Western Conference final series, from which the winner advances to the NBA Finals.

Spanish Pau Gasol scored 19 points for the Lakers, who trailed 66-46 with 5:54 to play in the third period.

"Obviously it was a great comeback because we ended up winning, and I think we have to be happy the way we battled because we weren't playing well," Gasol said.

The Lakers didn't take the lead until league MVP Bryant made one-of-two throws with 2:43 remaining.

Former Orlando keeping had tied it at 81-81, and Bryant's final shots and a jump shot gave the Lakers a four-point edge.

San Antonio forward Tim Duncan's putback tied the game at 86-86 with 41 seconds to play, but Bryant put Los Angeles ahead for good with a jump shot over Bruce Bowen with 22 seconds left.

Bryant had been scoreless in first quarter and managed just two points on three attempts by halftime.

"I know I can make that push, I could get the game back under control," Bryant said. "In the first half, we were a little rusty a little sluggish and a little tentative." Rhona Deadrick returned a 3-pointer on the other end of the floor with less than 20 seconds to play.

"I had a couple of misses, but nothing that bad that can justify the way I played today," said 12-time, who acknowledged a sore ankle late and no bumps or bruises sustained for a quiet 18 points. "I'm very upset, but now it's over and we just have to try to play them better."

Quick turnaround

Duncan finished with 30 points and 16 rebounds, and Tony Parker added 16 and six assists for San Antonio, who had a quick turnaround after eliminating the Hornets in the previous round with a dramatic game-seven win in New Orleans on Monday night.

In addition, travel glitches en route to Los Angeles meant the Spurs arrived later than planned on Tuesday and didn't practice.

"I think fatigue was probably a factor for them at the end," said Lakers coach Phil Jackson.

Game two is on Friday in Los Angeles, where the Lakers are 7-1 this postseason.

"We've got to dig deep down, forget about this and figure out a way to come back just as aggressively as we did the first three games," Spurs coach Gregg Popovich said.

For much of the game the Lakers didn't look like becoming the series-ending victory.

From the star-studded crowd at Staples Center was treated to how so San Antonio opened the third quarter with a 15-2 scoring run and held the Lakers scoreless for the first four minutes of the final period.

Chores earned, however, as the Lakers responded with a 10-0 scoring run of their own to seize the momentum they needed.

"For most in points where we were down 20 and it did like nine, big back like like a big like. This game didn't really feel like that. It felt like when we got within 10 we had the energy necessary to take the lead," Bryant said.

"But it's a big win," he added. "It's big for a young team to come back from 20 against the defending champions".

"We were deep in the hole, there's no doubt about it—20 down with half the quarters gone in the third period," Jackson said. "It was a struggle just to have us fight back into the ballgame by the end of the third quarter. That was a good comeback against a good club."

Bynum goes under knife

LOS ANGELES— Los Angeles Lakers center Andrew Bynum had successful arthroscopic surgery on his left knee, the NBA team said Wednesday.

The operation was performed by doctor David Altchek, who removed cartilage debris and smoothed some rough spots on the underside of the kneecap.

Bynum, 20, was hurt on January 13 in a home game against the Memphis Grizzlies.

Bynum played in a total of 30 games this season, averaging a career best 13.1 points, 10.2 rebounds and 2.1 blocks. He is expected to make a complete recovery in time for training camp. AFP

KOBE Bryant (R) celebrates the Lakers' win in a disputed Tim Duncan miss in the Spurs bench in Game One of the Western Conference Finals on Wednesday. AP

Training pool members join National Open

MEMBERS OF THE NATIONAL TRAINING pool headline a stellar cast competing in the 2008 Milo National Open from May 30 to June 1 at the Head Memorial Sports Stadium.

Long-distance specialist Moroslito Manipol, sprinters Gian Melgar and Sarah dela Vega, sprinter Eleazar Sunio and Asian bronze medalist Ayong Jose Rey Nuno, Rodrigo Tuason and Monique Marsayal will be seeing action in the five-day meet that will also serve as a qualifying event for the Beijing Olympics.

Also competing in the International athletic federation-sanctioned meet are jumping specialists Fernando Cheparo and Jessica Inchausti and sprinters Arnold Pilimbo and Albert Salcedo.

The athletes are backed by TMS Shipping, headed by Tony Cajiuntanan, who is also supporting United States-trained long jumper Henry Dagmil and national sprinters 100m hurdles record holder Marestu Arellano.

The National Open, which is expected to draw foreign bets eyeing slots in the Olympics, is also aimed at discovering new talents for the national training pool and gauge the development of the current ISF Dans for the next Southeast Asian Games, Go Teng Hok, president of the Philippine Amateur Athletics Federation, said. GMANEWS.TV Spins

VICTORIOUS: France's Wilfried Tsonga returns a backhand to Algeria's Lamine Ouahab on Wednesday at the ATP Tennis tournament of Casablanca. Tsonga won 6-3, 6-2. AFP

Pasa president breaks silence, denies accusations of parents

By Marc Anthony Reyes

PHILIPPINE AMATEUR SWIMming Association president Wash Joseph finally broke his silence yesterday and denied the accusations thrown at him by a group of swimming parents, particularly the charge of "serious decline" in the sport.

In an e-mail sent to sportswriters from Athens, Greece, Joseph emphasized that swimming has the most number of Olympic qualifiers for the Beijing 2008 Games in Rizal province, Miguel Molina, JE Nidea, Daniel Coakley and Christel Simms.

Joseph, however, failed to address the question of the election of a number of Pasa regional chairmen's relatives, parents claimed should have been held two months after he formally took reins in the Pasa in 2005.

The parents said it was a condition in the agreement made by Joseph and his predecessor Monchito Bagtas.

Joseph noted the increase in the number of local swimming competitions, including those organized by Pasa partners like the Speedo, UAAP, NCAA and Palarong Pambansa, which he said test Pasa and Fina (International Federation) standards.

"There are no more swim meets run by individuals to pocket entry fees, that do not give the awards they made in their invitationals, or that allow over aged swimmers and even those that have parents to purchase raffle tickets, giving them a false sense of 'competition,'" he said.

Joseph, who is currently representing the Philippines at the 93rd Joint Session of National Olympic Committee and National Olympic Association Officers, said that he has been carrying out his duties the best he can but that "you can't please everybody."

"What more can I do? At times, it seems some people will not get what they want, when they want it or in some cases never get what they want. This is because I do my job with the greatest good in mind," he added.

"I will not sacrifice the integrity of Pasa, or my own by accommodating the requests for special treatment that the few demand. Rules are rules, and I have no doubt that whenever records me as Pasa president will continue to run Pasa according to the rules, rather than cave to the demands of prima donnas and wolfpacks."

But the Pasa chief said he's still willing to meet with the complainers and address their concerns once he comes back this weekend.

Olympic torch relay resumes

NINGBO, CHINA—THE OLYMPIC TORCH resumed its journey through China on Thursday after a three-day pause out of national mourning for victims of the country's devastating earthquake.

The torch relay resumed at a scenic park in eastern China's seaport city of Ningbo. It will travel through the city and across the Hangzhou Bay bridge to Jiaxing.

A ceremony was held before the relay began on a dock under a giant crane in the port, with a minute of silence for the victims and millions of people still homeless by the earthquake.

The route of the 9,300 km watched from flank ship, which have to have to signal the end of the ceremony. Flags, which were at half staff during the mourning period, fluttered in the wind.

It was to be moved later in the day by vehicle to Shanghai.

Also Thursday, Olympic organizers announced that the Bahrain province leg of the relay had been shifted from mid-June to early August because of the quake.

So far, the torch has had a smooth relay in mainland China, interrupted by the protests over Tibet and human rights that dogged parts of its international tour.

The torch relay has stopped in Hangzhou, a scenic city to the west of Ningbo. AP

COMPOSITE CUP: Members of the GMC and Celebrity teams pose with tournament organizer Jacqui Ruby (center) prior to their game in the 2008 Burlington Celebrity and Corporate Cup.

French Open live

THE 2008 FRENCH OPEN WILL BE TELECAST live by Setty Channel 34 only on SkyCable's Premium Roland Garros in Paris, France from May 25 to June 8 at 5 p.m.

Reigning titlist Rafael Nadal is eyeing his fourth straight Roland Garros title, while world No. 1 Roger Federer is aiming for the only Grand Slam crown that has evaded him

SPORTS

Gonzales bolsters title bid

Standings after seven rounds (All Indian unless stated)

4.5 points—J. Gonzales; 4.0—V. Kuchev (Ukraine), S. Mogranzini (Indonesia); 3.5—K. Wyne (Myanmar), W. Yu, I. Sara, D. Viharyani, O. Rahman, S. Andrabi; 4.0—R. Nelas, J. Ermac, D. Salmon, R. Ong, E. Inocencio (Indonesia), A. Mas (Malaysia), Tim (Indonesia), A. Aung (Myanmar); 3.0—L. Ong (Malaysia); 4.0—V. Ontero, J. Cadora, P. Elmen, C. Cortes, W.L. Zaw (Myanmar), H. Ling (China), R. Ying (China), T. Wan (China), K.S. Kyaw (Myanmar), C. Rosanti (Indonesia), D. Tolentino, N. Silvangco, O. Reno, R. Nadera, L. Amador, J. Salazar.

SUBIC—JAYSON GONZALES DOESN'T want any obstruction—from his views at the top.

The 34-year-old Filipino Grandmaster-elect trounced International Master Zaw Htwe Wyne of Myanmar and broke away from his pursuers in the first Subic Open International chess championship last Wednesday.

Handling white with precision, Gonzales, a three-time winner who stars at the $200,000-man summit, forced Wyne to resign after 56 moves of the bespoke opening at the Subic Bay Exhibition and Convention Center.

The win raised Gonzales' total to 6.0 points with two rounds to go in the $30,000 tournament organized by the National Chess Federation of the Philippines headed by Prospero "Bebit" Pichay.

Gonzales, coach of the Eastern University chess team who got his third and final GM result during the Indonesian Open early this year, tries to draw in on the $5,000 top purse when he battles top seed GM Darh Kaseno in the eighth round late Thursday.

Another of Ukraine and GM Susanto Megaranto of Indonesia agreed to a 19-move Sicilian draw and were tied at 5.0 points with Wyne and Filipino GMs Wesley So, Eugene Torre and Buenaventura "Bong" Villamayor, Oliver Barbosa and underrated Rolando Aydado.

Youngest GM

So, the world's youngest GM at 14, rebounded from a lost to Wyne by pounding countryman IM Richard Rivero in 53 moves of the Sicilian.

Torre, a 19-time chess Olympiad campaigner, downed IM Indonesian IM Dwi in 47 moves of the Nimzo Indian to stay in contention while Villamayor, who finished fifth in the annual Philippine Open, thwarted Cubia Olympiad Grandmaster Sosuke.

Former national champion Barbosa handled Burmese IM Kyaw Soe Kyaw, while Andrabi toppled erstwhile co-leader IM Julio Catalino Sadorra, highest placed Filipino at fourth in the recent Philippine Open.

Seasoned blazer Yolando Nelas slumped Anjas Nesta of Indonesia to climb to 4.5 points and share 10th-to-16th place.

Tied with Nelas were compatriots Jake Brad Ermac, who drew with IM Hafizulhelmi Mas of Malaysia, Erna Budiarti, who split the point with IM Oo Kyaw Htay of Myanmar, and Reggie Ong who drew with IM Sadikin Inventio of Indonesia.

Other seventh round results saw Burmese Tolentino nearest Dimalo Ram Kyaw, Japanese Sakuma handle Indonesia's Setiawan Hendrawan; Hamed Scout topnotch Karl Vince Orbon; SM Adrian Pasio nip Sheldan Patrata, and Jonathan Jacinto Alex Milagrosa.

One of consolation were GM Engelin Antonio Jr. and IM Chito Garma, who drew their match and finished in 4.0 points. Ray Lucero

Excellence in Connection
Enjoy the Best First Class Service in the World
Philippine Airlines

BUSINESS

Editor: Raul D. Morales • Assistant Editor: Corrie S. Mariano

Svenson Saved My Hair!
Call 892-HAIR (4247)

Peso weakens further to 43.45 to $1

Monetary tightening seen to curb inflation

By Doris C. Dumlao

THE PESO YESTERDAY WEAKENED FURTHER TO CLOSE AT A six-month low of 43.45 against the dollar as record-high oil prices dampened global appetite for equities and clouded domestic growth prospects.

While the peso no longer a factor to mitigate sharply rising consumer prices, the Bangko Sentral ng Pilipinas has vowed to address the dilemma caused by slowing growth and rising inflationary pressures by pursuing price stability.

"It is difficult for monetary policy to be accommodative even though the economy is slowing...price stability should be the main focus of monetary policy," BSP Deputy Governor Diwa Guinigundo said in a briefing on the impact of global shocks on the economy.

Even though wage increases have been kept within its expectations, the inflation-targeting BSP signaled that monetary tightening might be launched to manage inflationary expectations and prevent pressures from

PESO /B2

IN THIS ISSUE

■ SM's China mall deal gets SEC nod /B3
■ Gov't pays P306.7B in maturing debt /B4
■ Investors sought for Visayas grid /B6

CISS (Continuous Ink Supply System)
available thru INK FOR LESS at the comfort of your home or office
call our HOTLINE
864-5555
INK for Less
INK & TONER REFILLS • BRAND NEW CARTRIDGES

Aboitiz Power earmarks P27.4B for new projects

By Elizabeth Sanchez-Lacson

Sees bright prospects in energy sector

ABOITIZ POWER CORP., THE investment arm of the Aboitiz family in the energy sector, is spending P27.4 billion this year for new power projects, up from the P15-billion budget set last year.

The allocation is part of a P78-billion, four-year capital expenditure the company has programmed starting this year until 2011, Aboitiz Power president Erramon Aboitiz said last Wednesday.

In 2009, Aboitiz said capital expenditure was set at P20 billion, another P18 billion will be required by 2010 and 9% billion by 2011.

Among the projects that the company has lined up over the next few years are the construction of a 300-megawatt coal-fired power plant by the third quarter of the Subic Bay Freeport Zone; a 34-MW expansion (worth P6 billion) of the company's 42-MW hydroelectric power plant in Davao that is also under construction; a 246-MW coal-fired power plant in Toledo, Cebu; and the rehabilitation of the 175-MW Ambuklao-Binga hydroelectric power complex in Benguet once it is turned over to a joint venture firm owned by Aboitiz Power and the Power of Secretary.

Aboitiz said that upon completion of these projects, Aboitiz Power would have invested in power plants with a total capacity of 1,000 MW.

"The prevailing conditions in the Philippine power industry allow for enormous opportunities for growth. The industry is in the midst of massive changes involving deregulation, increased competition and further privatization of government-owned assets. Hydro represents the majority of our generation mix. We will continue to build on this base and grow our renewable energy business," Aboitiz said.

Aboitiz Power reported that its earnings grew 144 percent to P1.06 billion in the first quarter from P415 million in the same period last year driven by the contribution of acquired power plants such as the 360-megawatt Magat hydroelectric power plant in Isabela that the company earlier bought from the government.

Robinsons Land net profit up 27%

ROBINSONS LAND CORP. (Robinsons Land) is reported a 27.3-percent jump in net profit to P770.48 million for the second quarter of its fiscal year ending March 31 from P605.87 million in the same period a year ago.

Its total revenues grew 32 percent to P2.18 billion during the quarter.

Revenues for the period from October to March (the company's fiscal first half) stood at P3.24 billion, also up by 30.82 percent from P4.44 billion.

Net income for the first half of its fiscal year grew to P1.46 billion from last year's P1.32 billion.

RLC said its high-rise building division accounted for 48 percent of the company's first-half revenues at P2.8 billion, up 37 percent from P1.81 billion in the same period last year.

Revenues were boosted by four of the company's ongoing projects — Gateway, Garden Ridge in Mandaluyong, Midori by Park Residences in Fort Bonifacio, Otis 888 in Manila, and Adriatico Place 2.

Commercial centers contributed 28 percent or P1.84 billion to the first-half revenues.

Contributors included the Galleria 8hall in Ortigas, Metro East Mall in Pasig, Robinsons Marcilla and other provincial malls. Elizabeth Sanchez-Lacson

RUSH SALE
CUBAO BANAWAW ST. 1100 SQM.
IDEAL FOR RESTAURANT/ CONDO WAREHOUSE
2FO BLDG. NEAR MRT ACROSS ARANETA
CENTER DIRECT BUYERS 09413764444
INTERESTED OR EMAIL US
CUBAO.BANAWAW@YAHOO.COM

PRULINK | PRU LIFE UK

METRO MANILA
ANTIPOLO, RIZAL
TRF, RIZLOT/ RIDOL LOT
LA: 864 sqm.
LOT 1 BIN, 10 PA MISSION HILLS
Brgy. Mugot (Near Puroc School
Min. Bid Price: P 3,576,000

MAKATI
TRF, MKT001 LADIES DORMITORY
PASIG CONDOMINIUM
Sandiar St. (near Makati Cinema Square
LA: 4,000 sqm. Min. Bid Price
800 144.00/sqm P 1,400,000
800 155.46/sqm P 1,400,000
800 155.00/sqm P 1,415,000

PARANAQUE
TRF, PRQB16 2 STRY w/ MEZZ
COMRL BLDG.
LA: 168 sqm. TA: 424 sqm.
(Near Sto.Niño Church &
McDonalds Quirino
No. 349 Quirino Ave.
Tambo, Paranaque City
Min. Bid Price: P7,350,000

TRF, PRQB15 FOR APARTMENT
LA: Bldg=n/a PA: 250 sqm.
(Near Avida Towers Cityplace (NUMC)
Mahogany St. (Near Sto.Rosario)
Min. Bid Price: P 5,000,000

TRF, PRQB14 2 STRY HSE & LOT
LA: 677 sqm. TA: 354.75
No. 2068 Mahogany St.
(UNITED HILLS 2 (Near TRC) Barangay
Min. Bid Price: P 2,580,000

PASAY
TRF, PSY017 HOUSE & LOT
LA: 600 sqm. FA: 326 sqm.
(Near Avida Towers
CHINESCHOOL) St. Brgy. San Jose
Min. Bid Price: P 6,000,000

QUEZON CITY
TRF, QCB031 3-STRY COMRL BLDG
w/6 DOOR APARTMENT
LA: 160sqm.PA:512.40sqm.
(Nr. Brgy. ALIMONA RD.#1
Quirino Street, Quirino
Min. Bid Price: P 16,200,000

TRF, QCB032 48 STRY COMMLI
CONDO. BLDG.
LA: 270 sqm. FA: 840 sqm.
RICHLAND 5 SUBDIVISION,
Road Lot 1, Brgy. Tagbag, Novaliches
Min. Bid Price: P6,000,000

TRF, QCB023 10 STRY
UNCOMPLETED CONDO
LA: 532 sqm. FA:2,800 sqm.
(3 levels & basement Completed)
(3.45km) (near Ali Mall)
Min. Bid Price: P17,000,000

TRF, QCB050 HOUSE & LOT
LA: 162.70 sqm. FA: 558.99
(Near Sto.Rosario)
MOMO EXTENSION, Brgy. Talipapa
Min. Bid Price: P 4,000,000

VALENZUELA
TRF, VAL024 FS/MP/ORD
LA: 4,987sqm.
(near Amando Doctor Elem. Sch.)
KABESANG IMO ROAD,
Brgy. Malinta
Min. Bid Price: P 4,987,000

LUZON
BATANGAS
TRF, BAT003 RSDL LOT
LA: 150sqm.
LT 8110-J PH COUNTRYSIDE
SUBDIV. PH. III Brgy. Balagtas
Min. Bid Price: P7,500,000

CAVITE
TRF, CVT001 RSDL LOT
LA: 624 sqm.
(Near Mla. Southwoods Estates)
LOT 8231 Cypress Point St.,
MANGA-A SOUTHWOODS PH II
Brgy. Carsmona
Min. Bid Price: P 2,200,000

TRF, CVT030 RSDL LOT
LA: 180 sqm. Rate: 500 City Classical
LOT #10 (PVT) PH IV GRANA, SILANG,
Brgy. Malinta
Min. Bid Price: P 562,500

TRF, CVT033 RSDL LOT
LA: 322 sqm.
LT 8231 CYPRESS POINT ST.
(Near Southwoods Estates)
Min. Bid Price: P 323,000

TRF, CVT036 2STRY HOUSE & LOT
LA: 140sqm FA: 130.2sqm
LOT 8-H Road Lot 11 & 12
HEVRONHEIGHTS PHI-A, Bacoor
Min. Bid Price: P 3,850,000

TRF, CVT 035 VEHICLE SUBD.
w/ 33 houses
Developed Portion:
LA: 10,640 sqm.
(Under development Portion:
LA: 23,640 sqm.
Brgy. Calsoyo, TRECE MARTIRES
Min. Bid Price: P10,000,000

VISAYAS
CAPIZ
Text 09209186282
TRF, CPZ040 SUGPO BANGUS
FISHPOND
LA: 381,472 sqm.
Brgy. Manapas, PONTEVEDRA
Min. Bid Price: P 2,000,000

MINDANAO
ZAMBOANGA
Text 09190606200
TRF, ZAM047 VACANT LOT
LA: 1,000 sqm.
(Near Zamboanga City Proper)
BRGY. TALON TALON
Min. Bid Price: P 1,800,000

TRF, ZAM049 HOUSE & LOT
LA: 600 sqm. FA: 197.75 sqm.
(Near Zamboanga City Proper)
No. 09-A5 BRGY 035, BARBARA
Min. Bid Price: P 1,000,000

FOR DETAILS, CALL THE PROPERTY FORUM PHILS.,
MONDAY TO SUNDAY, 7:00 AM TO 7:00 PM
TEL. NOS.: (02) 634-9508 to 634-9604
CELLPHONE NO.: 0921-4722998

Rehearsed meetings

Raoul J. Fitzkelvicz

WITH ONLY FOUR DAYS TO GO before Ellendon's May 27 annual stockholders' meeting, the people tasked with organizing this corporate ritual must be on needles and pins already.

This year's meeting has at most two hours of serious business (the public exchange of words between the company's two major stockholders—the Lopez family and the government).

The media will be there in full force to cover the event. Many of the stockholders will want to ignore those meetings are supposed to attend, if only for curiosity's sake.

From my experience, I know the time, money and effort that go into such conclave-meetings that involve stockholders' meeting of banks and listed financing institutions, pension plans, broker-dealers and thousands of individual shareholders.

Nothing is left to chance.

Although meant to fulfill a legal requirement, this activity is burdened with an ever-increasing a good image of the company to the public and potential investors, especially those with lots of money.

Assignments

Early on, a committee composed of middle-level executives is organized to oversee the conduct of a trouble-free stockholders' meeting.

The agenda of the meeting is the center point of the preparations.

The program of activities usually consists of the following: Call to order; declaration of a quorum; approval of last annual meeting's minutes; report of the president; election of the board of management; appointment of external auditors and election of directors for the coming year.

The task of making—and recording,—the motions needed to go through these phases is easy. Subject to the company's external lawyers who will be made to sign in different parts of the room to give a semblance of spontaneity to their actions.

To make it easy for the chair (who may be right, or breaking challenged) to recognize them, they are asked to wear bright colored "burning tagalog" at to raise their hand with a copy of the company's annual report.

The lines to be delivered by these "actors or actresses" are included in their battery of lines to make sure they do not stray from the script, or inadvertently take on the speaking parts of other lawyers.

And to enable them to quickly act out their assigned roles, the seats near the floor microphones are reserved for them.

Blocking force

Hours before the start of the meeting, some of the company's employees and friendly stockholders are instructed to occupy the seats closest to the microphones.

To avoid unwanting attention, the employees refrain from wearing their office uniforms and tends to act like stockholders who have come early to get the best seats in the audience.

The "bakes" crowd will stay when company officials speak, or hostile stockholders who ask embarrassing questions or are perceived to be hostile to management.

Also, by preempting these seats, an "unfriendly" stockholder seated elsewhere can be prevented from making timely objections to significant motions made during the proceedings.

By the time that stockholder is able to walk past these chairs blocking his way to the microphone, the motion has been seconded, submitted for voting and unanimously approved.

This strategy comes in handy if the proceedings have turned tense—and the chair wants to end the meeting. A quick "motion to adjourn" can be made, seconded and approved before any stockholder can object to the motion.

The stockholder who fails to run this archery successfully suffer silence because if he makes a scene, the sweaty personnel may force him out of the room.

Finale

Barring any hitches in the script, a stockholders' meeting can be completed in one hour's time or less.

Most public companies have contingency measures for stockholders who may have, in past meetings, entertained the financial economists or asked hard questions and are expected to repeat their acts.

Weeks before the meeting, key officials of the company try to get in touch with them in final out if they have any questions about the statements or concerns about the company's operations.

That genuine plays on the ego of the stockholder. He gets a feeling of importance. ("Wow! I must be held in high esteem by the company to deserve this call.")

His ego properly massaged and, perhaps, his questions answered, that stockholder can be expected to be cooperative or less hostile during the meeting. And to sap the persuasive antics, the stockholder will be warmly welcomed when he leaves.

But if the stockholder does not succumb to the psychological approach, the company has no choice but be ready to answer his questions on the floor. Whether or not he will be treated fairly in the meeting is a big question mark.

To the credit of some public companies, they allow their stockholders as much leeway as possible in airing their views as long as they are relevant or germane to the subject of the day's session.

Incidentally, if a stockholder feels the "blocking technique" is being applied to him, the remedy is to hang around the area near the microphone to have quick access to it.

(For feedback, please write to <rpalabrica@inquirer.com.ph>.)

Business confidence level down to lowest in more than 2 years

By Doris C. Dumlao

BUSINESS CONFIDENCE IN THE PHILIPPINES fell to a two-and-a-half year low this second quarter due to fears over skyrocketing food and fuel prices as well as a US-led global economic slowdown, according to the Bangko Sentral ng Pilipinas' latest quarterly survey.

In a briefing yesterday, BSP officials pointed out that the overall confidence index remained favorable at 12.6 percent, which meant that businesses with a positive outlook outnumbered those with a negative outlook at the time the survey was conducted from April 7 to May 6.

However, the confidence index—which is computed by getting the difference between the percentages of optimistic firms and of pessimistic ones—fell by 17.3 index points from a quarter ago and by 33.8 points from a year ago.

"The sentiment remains favorable although more cautious in light of the more challenging environment," BSP Managing Director Cyd Amador said.

The respondents, drawn from the country's top 7,000 corporations, cited a number of factors for their more cautious outlook: concerns over a possible recession in the Philippines' major trading partner, the United States; volatile and high crude oil prices; rising prices of goods; high raw material costs; pumice for wage hikes; and local political noise.

Expectations of increases in non-oil commodity global markets also contributed to the weaker business outlook.

The business outlook for the third quarter at 16.6 percent was likewise lower by 24.6 points and 28.3 points compared to the levels posted last quarter and a year ago.

By type of business, importing firms were the most optimistic in the second quarter, but this was reversed in the outlook for the third quarter given expectations of a weaker peso and higher interest rates.

For the quarter ahead, importers cited the increase in commodity and fuel prices in the world market while exporters welcomed signs of a dollar rebound against the peso.

Asked about the impact of a weakening peso, BSP Deputy Governor Diwa Guinigundo said: "Surely there will be negative repercussions compared to when the peso was stronger but with [the BSP assumption] of 42 to 45, it's still within reasonable and it is something that could provide some respite to our exporters and overseas Filipinos."

BSP survey cites surging prices, US-led slowdown

SM's China mall deal gets SEC nod

By Elizabeth Sanchez-Lacson

SM INVESTMENT AND PRIME HOLDINGS Inc. of tycoon Henry Sy has received the green light from the Securities and Exchange Commission (SEC) to acquire Hypermall malls in China through a P16.6-billion share-swap deal.

The deal is expected to be finalized before the end of the second quarter, Inquirer sources said.

In a separate disclosure to the stock exchange, SM Prime executive vice president Jeffrey Lim said it has received approval from the SEC for the company's planned issuance of 922.69 million SM Prime shares in exchange for 100 percent of Affluent Capital Enterprises and Mega Wide Enterprise Ltd., the holding companies of the three SM malls in China.

The malls are in the cities of Jinjiang, Xiamen and Chengdu in China.

Among the China malls' anchor tenants are retailing giant Wal-Mart, international fast-food restaurants McDonald's and BPC, and department store SM Labra.

Under the share-swap plan, SM Prime will issue a total of 922.69 million shares. Of this, 272.69 million new common shares will be issued to Oriental Land Development Ltd. in exchange for 100 percent equity in Mega Wide Enterprises, a corporation that effectively owns 100 percent of SM Jinjiang.

SM Prime will issue 546.4 million new common shares to friend China Investment Ltd. in exchange for 100-percent equity in Affluent Capital, the corporation that owns SM Xiamen and SM Chengdu.

Peso weakens further . . .

Previous page B3

spreading to the real economy.

"Continuing inflationary expectations while growing signals of slowdown and volatile capital flows are expected to have policy flexibility and specific policy mix may differ across member economies (in ensuring that)," Guinigundo said.

Other key factors in the outlook still remained restrictive. If the conditions, even if there are capital shocks and limit pricing and wage behavior are affected in the future, there's room for monetary policy," he said.

Overall, Guinigundo said Philippine monetary authorities "should be able to sleep at night" despite serious global shocks.

"Generally, using conventional fundamentals will offer substantial cushion against global economic risks," he said.

"Financial and banking sector reforms will continue to raise savings and help boost lending," he added.

The peso yesterday opened at its intraday peak of 43.30 and closed near the low of 43.50 to a dollar. Volume at the Philippine Dealing System amounted to $66 million.

The local currency has 21 centavos from Wednesday's finish of 43.24. It has now depreciated by nearly 3 percent since the start of this year.

In 2007, the peso was Asia's best performing currency, gaining nearly 9% percent against the greenback.

Aside from rising inflation pressures and deteriorating growth prospects caused by the US bad global downturn, Guinigundo said the major risks to local economies would be the resurfacing of higher-than-expected market volatility leading to a reversal of fund flows.

Oil dampens shares

Previous page B3

The composite index fell 32.87 points to 3,838.58, off the day's low of 2,826.21. The all-shares index was down 17.20 points at 1,732.87.

There were 61 decliners and 29 advancers, while 16 were unchanged. Volume reached P2.1 billion (P48.3 million).

"The phase of high oil prices will continue to stall an already fragile economy," said Aaron del Castillo at First Grade Holdings.

According to analysts, higher interest rates are also feared to stunt economic growth. —AFP

Full power sector review pushed

A CIVIC GROUP CALLS ON THE GOVernment for a "sober and thorough review" of the country's power sector in a bid to map out real solutions to rising electricity costs.

The Tanggol ng Bayan said the review "should not focus merely on power distribution costs, but should strongly isolate the power generation and transmission components of the monthly electricity consumption charges passed on to consumers."

In a statement, Manuel Luis Quezon University professor and Tanggol Kalikasan Beyond Basics Jr. expressed concern that an apparent "hate campaign against the power distribution utility in Metro Manila could mislead the public into believing that power distribution costs are the sole issue."

Power distribution comprises a small component of consumers' monthly electric bills, Sanchez said.

The government must take a hard, serious look at the power generation and transmission components if it is to arrive at a comprehensive solution to the issue of electricity costs, he added.

Gov't pays P306.7B in maturing debt

Amount slightly higher than year-ago level

By Michelle V. Rama

THE NATIONAL GOVERNMENT spent P306.7 billion in the first four months of the year to service maturing debts, slightly up from the P300.06 billion in the same period a year ago.

The 2-percent increase in debt payments was due to the higher amount of liabilities falling due.

Data from the Department of Finance showed that of the amount, P187.72 billion represented payments for principal obligations, while the balance of P118.97 billion covered interest charges.

Interest payments were 9 percent higher than a year ago level, but that for principal obligations fell 2 percent from a year ago.

If broken down according to sources of borrowings, P213.28 billion of the debts paid in the first four months came from domestic sources, while P93.41 billion was obtained from foreign lenders.

The BOP earlier reported that the government posted a P123.8-billion budget deficit in the first four months of the year. This was a result of the P175.3 billion in revenue collection and P404.3 billion in expenditures.

The government says revenue from no expenditure, such as taxes, to pay for loan interest charges. Principal debts are paid using fresh or borrowed money.

Interest payments in the first four months accounted for 35.7 percent of total revenues generated by the government during the period, and for 29.6 percent of total expenditures.

Economic managers said government efforts to improve its fiscal condition would lead to the dwindling share of interest payments in the government's total revenues to leave more room for vital expenditures.

The government aspires to increase spending for infrastructure to be at par with the capital spending in neighboring countries.

The Philippine government's spending for infrastructure is less than 3 percent of the country's gross domestic product, lower than the average of 5 percent in other Southeast Asian countries.

Under its fiscal program, the government targets to achieve a balanced budget this year.

The deficit in the years following the Asian financial crisis in 1997 was blamed on weak corporate earnings that resulted in lower tax collection, inefficient tax collection and tax evasion were also raised as reasons for the deficits.

Convergys putting up 5 more centers

By Riza T. Olchondra

CONVERGYS CORP., ONE OF THE LARGEST outsourcing and call-handling firms in the country, is adding five new centers here as economic volatility in the United States and other major economies encourage companies to consider the Philippines for high-value services.

"We are very bullish because there is great demand from our clients specifically for the Philippines. Demand is coming from both new and existing clients who have tried our services here," said Andrea Ayers, Convergys' area president for customer management services.

Officials refused to disclose the amount invested in the expansion but said the additional seats would raise the company's employment from 13,700 to more than 20,000.

Five of the facilities in the Cebu IT facility in Cebu City's Asiatown IT Park. It is Convergys' third facility in Cebu in four years, it will open in August with 450 seats.

In November, Convergys will open a 600-seat facility in Quezon City's UP Science and Technology Park.

In December 2008, Convergys will open its first facility in Bicol community developed by Ayala Land in Sta. Rosa, Laguna.

In 2009, two more facilities will be opened—one in San Lazaro, Manila and another in Alabang.

Organic rice now in plan

By Brenda M. Dedalos

IT IS SAID THAT FOR A PLAN TO BE effective, it should be a living document. There it is formulated, it should be flexible enough to accommodate improvements due to changing conditions and possible oversights.

COMMENTARY

He saw this happen last May 19, when the Alyansa Agribuhayan had its regular bimonthly meeting on the rice plan with Agriculture Secretary Arthur Yap. It was one of the most productive meetings the Alyansa has had with different agriculture secretaries over the last five years. Though the Alyansa covers all major agricultural sectors with their issues taken up during these meetings, one was the sole topic discussed because of its critical importance.

Plan oversights

Farmer leaders expressed great concern over the perceived shortcomings in the recently formulated 2009-2013 rice plan. This was during the meeting. In the short period the plan was prepared, scientists and bureaucrats were consulted, but not the major sector concerned—farmers. Thus, when the farmer leaders saw the plan, they were disturbed by what they believed to be its serious shortcomings.

Some ignore this farmers' struggle as the Alyansa Agribuhayan-DA meeting that unanimous agreements on improvements in the rice plan. These organizations included the National Rice Farmers' Council, Rice Watch, Bantay, Bigas de Rice Foundation, Pilipinas, Centro Saka, Diliman-to, National Confederation of Rural Farmers, Philippine Rural and Reconstruction Movement and Philippine Development Assistance Program. It was the first time any of these organizations were able to talk to Secretary Yap on the rice plan.

At the end of the meeting, these farmer leaders were happy that the secretary showed openness and positive responses to their recommended rice plan improvements. They covered four key areas: organic versus chemical-based rice; private sector involvement (especially in financing and extension), irrigation, and financing and marketing.

The organic option

The most intense discussion took place on organic rice. As agreed upon in the regular bimonthly Alyansa-DA meeting two months ago, Centro Bicol and DA personnel jointly visited organic rice production areas to evaluate its feasibility as a major rice option. Based on the various field visits, the DA representatives told they would also promote organic rice.

At last Tuesday's meeting, Centro Saka's Orie Beyendeo angrily said: "Contrary to all our discussions, there is not one single mention of organic rice in the rice plan. Instead, what we see is a tripling of the hybrid rice budget, which will cause chemical-based fertilizers, from P600 million to P1.5 billion. There is no support for organic rice despite its proven success."

Jessica Castro of Rice Watch, then fired Lagonoy of Bantay, and longest time user of PRRM identified major changes in promoting hybrid rice with such a large increased budget. With extensive research studies supporting their positions, they cited high rejection rates in many areas as 22 percent and above for those who initially tried hybrid rice.

Hybrid rice also have more chemical fertilizers that severely damage soil fertility. In addition, the farmer with enough resources is also forced to buy high-priced hybrid seeds for every cropping season, often getting hated for these seeds at unusual interest rates. This is not the case for certified and all other seeds, which can regenerate for free for the succeeding planting season.

The table here shows the actual yield from organic farming by seven farmer organizations covering 841 hectares. Its average 4.7 ton-yield per ha is 27 percent more than the average of 3.7 tons we get today.

With this yield, organic rice producers can clear the 30-percent gap we have in our net self-sufficiency ratio. They can valid claims for inborn hybrid rice subsidy shrouded for efficient are applicable and balanced chemical-organic fertilization recommended in the initial stages, it appears that organic rice should be a major thrust of the DA. But this was absent in the rice plan.

Favorable response

Secretary Yap made it clear that he also supported organic rice. Proof of this is that only last week, he ordered DA to initially buy P150 million worth of organic fertilizers for distribution to farmers. At the end of the meeting, the farmers were happy that the inclusion of organic rice in the rice plan was perhaps just a careless oversight on the part of some DA personnel.

This feeling was reinforced when Secretary Yap said he would add an attachment on organic rice to the current rice plan. He wanted farmers and related DA field personnel to present to the farmers their various options, especially identifying organic rice as one of them. He encouraged farmer organizations and NGOs to help in this area. He said there was no truth to the rumor that the DA would give subsidies only to those who use hybrid rice.

Living document

The best outcome of the May 19 meeting is that to ensure the rice plan will indeed be a living document. Meetings between farmer leaders and the GMA Rice Program Management are slated for June 2, 12 and 26, and July 14 and 28. It is hoped that like rest of the DA Management, these the same openness and positive response that Secretary Yap demonstrated last Tuesday. The government and private sector can then join hands in implementing a consensually supporting plan that will successfully address the major rice and food security challenges that lie ahead.

The author is chair of Agriwatch. For inquiries and suggestions, e-mail agriwatch.phil@yahoo.com or telefax (02) 451-2112.

AVERAGE PRODUCTION VOLUME

Organization	No. of Hectares	Average Production (Cavans)	Metric Tons
LUZON			
FARPC	84	88	3.4
Bantay Bigas	600	683	7.1
Pahinungod-Bicol	157	80	4.2
Pamana Sa Lupa	40	80	4
Rice Watch-Bicol	800	140	8.4
SAKSI	60	100	3
SUBTOTAL	42	70	2.1
AVERAGE	841	80.71	4.88

Source: NGO

PNOC-AFC, LandBank ink jatropha deal

PNOC ALTERNATIVE FUELS CORP. (PNOC-AFC), a subsidiary of Philippine National Oil Co., has signed a tripartite agreement with the Provincial Government of Quezon and Land Bank of the Philippines for the establishment of jatropha plantations in the province. This will initially cover 100,000 hectares of land.

In a statement, PNOC-AFC president and chief executive officer Francisco Ballesteros said the deal would lead to the construction of processing plants and refineries in Quezon.

"With the signing of the tripartite pact, the efforts of PNOC-AFC, LandBank and the province of Quezon relative to the jatropha production project are strengthened and consolidated," he said.

Under the pact, the government would identify, consolidate and contract, in coordination with PNOC-AFC, an initial area of 100,000 ha of land suitable for jatropha cultivation, he said.

The Quezon government and LandBank would then identify growers—including cooperatives, individuals, people's organizations, and private sector entities and corporations—that would be tasked with the production of jatropha and other related activities.

LandBank would also make funds available to finance PNOC-AFC's establishment of additional processing plants or refineries in the province. At the same time, the government bank would also extend loans to qualified growers based on their approved farm plan and budget. *-Miguel U. Ito*

GOINGS-ON

CEB's special fares

CEBU PACIFIC IS OFFERING PHP ONE-WAY fare for more than 150,000 domestic seats systemwide.

The promotional seat sale runs from May 22 to 25, 2008, or until the allocated seats are sold out. Travel period is from June 1 to Aug. 31, 2008.

The airline also said its one-peso one-way fare seat sale for the new routes Manila to Tuguegarao, Naga, and San Jose (Mindoro), would remain until May 27, 2008, and valid for travel until Aug. 31.

FIT-ED's 10th anniversary

THE FOUNDATION FOR INFORMATION TECHnology Education and Development (FIT-ED), a non-profit organization, marks its 10th anniversary this year. In fulfilling its mission of helping people and communities harness information technology for technology for learning, it has served 684,000 students, 8,000 teachers, 3,000 schools and teacher education institutions, and 2,000 education policymakers and administrators by providing technology and connectivity grants, professional development opportunities, curriculum and content support, monitoring, and evaluation, and policy advocacy sustainability and private-public sector partnership-building.

"FIT-ED believes that learning is the key to human advancement and that ICT is central in educating individuals economically and socially meaningful ways," said FIT-ED chair and former Foreign Affairs Secretary Roberto Romulo.

Bacnotan may venture into BPO business

By Elizabeth Sanvino-Lucero

BACNOTAN CONSOLIDATED INDUSTRIES Inc., the publicly listed flagship company of the Phinma Group, is looking at the possibility of going into the business process outsourcing (BPO) venture as it explores new businesses to enhance its shareholder value.

BCIC president Ramon Del Rosario Jr. said the company was looking specifically at BPO services such as architecture, engineering, accounting and animation.

"We think it's an industry with a bright future in the Philippines. We are proud of our ability to manage people. We've been in the services industry for sometime, in terms of Phinma itself as a subsidiary. Now, this is the type of operations that lends itself to our type of skills and strengths. This is a good contribution for employment," Del Rosario said.

He said the company had yet to determine the amount of investment it was willing to infuse into this business. It is presently studying the different strategies it can adopt in its foray into this service, such as acquiring an existing BPO business or building it up from scratch.

"We have a senior team in our organization who will investigated to develop a strategy to get into it. We are hoping to get into that business within the year," Del Rosario added.

BCIC's parent firm is local conglomerate Philippine Investment Management Inc. (Phinma). Aside from the education sector, the group, through its subsidiaries and affiliates, is also involved in galvanized and pre-painted iron sheets manufacturing, steel sauce development, power and property investments.

BCIC's first quarter income was down sharply to P27 million from P183 million due to a reduction in its dividend income. Earnings from its affiliates dropped to P7 million from P27 million.

Get **competitive rates** and a chance to **win P1 Million** a month and **P5 Million** in the grand draw.

	$1,000 to $9,999	$10,000 to 49,999	$50,000 to 99,999	$100,000 and up
1 month	2.000%	2.500%	2.750%	3.000%
2 months	2.000%	2.500%	2.750%	3.000%
3 months	2.000%	2.500%	2.750%	3.000%

Hurry! Join now for a minimum deposit of US $1,000 only.
Promo runs up to July 31, 2008.

PSBank US Dollar Time Deposit

XK DESIRE BY DESIGN

JAGUAR

DESIRED BY MANY, EXCLUSIVE BY CHOICE

The Jaguar XK

A breathtaking fusion of aesthetics and performance, the XK perfectly blends the stillness of a sports car and the relaxed refinement of a grand tourer. A testament to Jaguar's commitment to making beautiful, fast cars.

3 YEARS 100,000 KM WARRANTY

Visit the JAGUAR Lifestyle Centre:
EMZU BLDG. S/P 289 Sen. Gil Puyat Ave., Makati City
Email: mmg@aquar.com.ph Tel: 897-8888

www.jaguar.com

JAGUAR

THE TRION TOWERS
McKinley Parkway cor. 8th avenue, Bonifacio Global City

Welcome the Sun

Embrace the Wind

Let your Eyes Wander

Soon rising to re-shape the metropolitan skyline, The Trion Towers is the first and only three-tower residential community in the Bonifacio Global City. Each tower is designed to allow ample lighting and abundant fresh air flow in every unit and common space.

AVAILABLE IN 1, 2 AND 3-BEDROOM UNITS

For more information, please call
636-0888 and 0922-8380888
Visit our Showroom at 3rd floor, Fort Point Building (above Zong Restaurant), Bonifacio Global City

ROBINSONS LAND CORPORATION
The Property Developer of Choice
www.robinsonsproperties.com.ph

Working with Asia's top glossies, DOT sets out to doll up RP image

By Roland N. Dantiago

THE DEPARTMENT OF TOURISM HAS tapped the top glossy magazines of China and Japan, as well as South Korean dailies and Taiwanese television, in hype up traveler interest among the largest tourism markets for the Philippines.

Tourism Secretary Ace Durano said in a statement that the travel industry is pinning its hopes to boost tourism arrivals—like the Seafest of Boracay, the Sinulog festival, Chocolate Hills, the Tinagulan Falls...to attract more long-staying visitors from those markets.

Durano said the DOT recently helped the editors of Beijing-based Tourism Magazine and Japan's Window Boring Magazine, journalists from Korea Economic Daily and other Korean business and leisure papers, as well as a crew from Taiwanese television production "Beautiful Islands" in covering various Philippine destinations and attractions.

"Working with foreign magazines and television producers unexpectedly allows us to highlight the best of our tourism areas," he said. "It increases the country's visibility overseas, especially among very specific travel sectors."

Durano also said the DOT's collaboration with Tourism Magazine, a high-end Beijing lifestyle publication, would help in enticing more of China's growing affluent population to visit the country.

Kim, Durano said, collaboration with Japan's Window Boring Magazine would help the industry claim a bigger share of the Japanese diving market.

"Window Japanese Diving Magazine would feature the Sinulog of Boracay in a feature issue," he said.

Durano explained that scuba divers make up the largest segment of the Japanese outbound market, and that the DOT's Team Japan was tasked to draw this market to Palawan, Apo Island and other dive areas.

In the same time, "Korean executives and weekend travelers will be the easiest number of the DOT's partnership with Philippine Airlines and several leisure business and high-end sports publications," he added.

Further, Tatiana Isaac Gala Tibesar, producer of the travel show "Beautiful Islands" has lined up in forthcoming episodes the country's various cultural attractions and accommodations.

EXPANDED REACH PAL Express, a unit of Philippine Airlines, has expanded its reach with the inauguration of its Cebu hub, which saw the launch of service to five southern points, and the start of service between Manila and Butuan-gas in northern Palawan. Cebu official figure Magpale (center) joins PAL president Jaime J. Bautista, Tourism undersecretary Primitivo Mico'o and Mactan-Cebu Airport general manager Danilo A. Francia during the Cebu inauguration.

Investors sought for Visayas grid

Power said to become more scarce in region

By Abigail L. Ho

WITH THE POWER DEmand in the Visayas region currently being met, the Department of Energy has stepped up efforts to encourage investors to infuse cash into the establishment of new capacity in the grid.

"We are currently in consultations with the private sector and local governments to encourage investments to address the power issue in the region," Energy Secretary Angelo Reyes said in a statement. "It is imperative that we identify concrete plans now in order to avert a power shortage in the future."

The grid has been in need of additional power for years, Reyes noted. The need is most keenly felt in the Cebu, Negros, Panay sub-grids.

According to data from the National Transmission Corp., in Panay alone, there is already a deficit of at least 30.6 megawatts (MW).

In a recent stakeholder's meeting in Negros Occidental, Reyes said, the private sector should start investing in power generation in the Visayas grid, particularly in Western Visayas, as the grid has been experiencing more and more power outages.

To find efficient to boost capacity in the grid, he said, the DOE and the Lapu-Lapu PNOC Energy Development Corp. are planning to develop geothermal resources in the Mt. Kanlaon-Bais-Isulan area.

Reyes said PNOC-EDC's 49-MW Northern Negros Geothermal Plant (NNGP) in the area has been operating under capacity since last year due to the clogging of the geothermal wells in the area.

The development of the Mt. Kanlaon geothermal resources would help boost the NNGP's current capacity, he said, and provide additional power to the grid.

GSMA: Asia-Pacific still top mobile market

By Rizz T. Olchondra

ASIA PACIFIC REMAINS to be the area with the most potential for growth, according to Smart Communications Inc., which hosted the 28th Asia Pacific Conference of the GSM Association (GSMA) held in Cebu City recently.

Quoting GSM Asia Pacific Chair Ansjo Oberweiser, Smart said it is a statement that more than two billion people in the region "have yet to be connected via mobile communications."

Smart said the key drivers of usage in Asia Pacific were highlighted in the event, and identified "roaming" as one of them.

"One of the pillars of the GSM mandate is to provide communications services that users could carry across borders," Smart said.

"These days, roaming has become central to the cellular offerings of operators worldwide, with subscribers having more to expect seamless connectivity as they get to and out of different countries."

In the Philippines, Smart said, it continues to beef up its status as "the Filipino's biggest mobile network in the world" by offering connectivity to over 400 roaming partners in over 200 countries.

Most recently, through the Generous Alliance, SMART had launched the flat-rate, $10-per day unlimited mobile internet for subscribers that travel across Asia—just one of the many customer-centric innovations of the telco leader.

The GSMA is the global trade body that promotes, protects, and enhances the interests of GSM (Global System for Mobile Communications) operators throughout the world.

Asia Pacific, one of the GSMA's six regions, is the biggest region for GSM technologies, with 1.1 billion subscribers, or 48 percent of the world total as of end-2007.

Metrobank execs brace for tougher times ahead

By Doris C. Dumlao

THE COUNTRY'S BIGGEST bank Metropolitan Bank and Trust Co. is bracing for a tough year ahead by expecting low loan book and other product offerings as well as reducing its stock of idle assets.

"With continued global risk aversion, heightened competition and rising interest rates, the banking industry's operating environment has become difficult compared to last year," Metrobank president Arthur Ty said in a briefing in stockholders.

Economic growth is expected to be slower than last year's 7.3 percent, but will continue to be fueled by the services industry and by consumption demand, Ty added.

"Loan growth will ride on the prospects of the economy, with demand expected from power, telecommunications, infrastructure, tourism and business process outsourcing sectors," he said. "Inflation will remain a pressing concern this year, thus giving upward pressure to interest rates."

In the first quarter, most banks reported drop in net profits due to shrinking treasury gains arising from the turbulent financial environment. The spike in local interest rates, for instance, has depressed the value of banks' bond holdings.

Metrobank, for its part, has reported a 15.6 percent decline in first-quarter net earnings compared to last year, even as net loans and receivables expanded by 15.5 percent over the same period.

The bank also sold a total of P2.1 billion in foreclosed assets in the first quarter to free with its strategy to improve asset quality, thus reducing its ratio of non-performing loans to 4.9 percent of total assets from 7.6 percent a year ago.

In this challenging environment, Ty said, Metrobank would capitalize on the group's franchise value to find synergies and expand product offerings to serve customers better.

DA takes food security campaign to campuses

By Amy R. Remo

AGRICULTURE SECRETARY Arthur C. Yap yesterday ordered the department's regional executive directors to link with state universities and colleges (SUCs) nationwide to ensure food security and rice self-sufficiency.

In a teleconference meeting, Yap stressed is supposedly attention of educational institutions the importance of helping the Department of Agriculture deliver extension services, education and information to farmers.

By tapping them new technologies, latest seed and plant varieties and best farming practices, farmers will be able to raise production.

"A close partnership between the DA and SUCs is very important, not only to further raising productivity in palay and other agricultural commodities, but also in ensuring greater profitability for farm households there," Yap said.

According to Yap, regional directors have been ordered to form provincial teams, headed by governors and composed of representatives from SUCs and other concerned sectors.

These groups are tasked to come up with specific provincial programs for palay and other crops that are tailor-fit to their respective regions and provinces.

Yap noted that the DA needs active partners like SUCs to reach new technologies to farmers, especially those in the 49 priority provinces covered under the Rice Self-Sufficiency Plan of 2008-2010.

"SUCs will prove indispensable in crafting their rice self-sufficiency programs at the local level because their scientists can help demonstrate which technologies can best be applied by farmers in specific provinces," Yap said.

In Q1, PhilWeb more than doubled income

PHILWEB CORP. THE country's first and largest listed Internet gaming company, reported a net income of P82.8 million for the first quarter of 2008—higher by 107 percent from the P40 million it posted in the same period last year.

Net income more than doubled, driven by growth in the company's Internet gaming business and from equity in the net earnings of ISM Communications Corp.

"We remain in our Pagcor e-Games Cafés has exceeded our targets, and [we] are confident we can accelerate this rapid growth over the next quarters," said PhilWeb president Dennis O. Valdes. "Online gaming is still very much a nascent industry in the Philippines and we have proven to be in the best position to benefit from the explosion of Internet in the medium."

Valdes also noted that there are now 92 Pagcor e-Games Cafés in the country...an increase of 16 since the start of 2008.

PhilWeb's revenues for the first quarter were P88.8 million, higher by 92.5 million, or 45 percent from last year's P61.3 million, based on the company's latest unaudited financial statements.

Also, PhilWeb's Internet Sports Betting Stations reported good results from its premier product, Basketball Jackpot. Benefits from the company's two mobile games, Pinoyo Ito Reality and Tarungo, were also up on a year-on-year basis.

The Philippine Association of National Advertisers PANA and PANA
together with BRONCCOS & SPORTS
present
The PANA Golden Golf Tournament
Hit a hole-in-one to drive home a 2008 Honda Accord
Tee off on May 23, 2008
Registration starts at 11:00AM
at the Villamor Golf Club in Villamor Air Base, Pasay City
For the benefit of the PANA Foundation's outreach program for small and medium-sized enterprises (SMEs)
Major Sponsors
Supporting sponsors: Abbott Laboratories, Lopez Pharma Consolidated, PLDT, Sanofi-Aventis, and Wyeth Corp.

To market, to market at Celadon Manila

YOU'VE ALREADY DONE THE mall—so on your next social quest, head to Manila and give yourself time to stop and explore the unique shopping possibilities that the more cultured of diverse city in country can offer.

Beginning in May Commonwealth Innovations Ltd. Ayala Land company) will open the doors of Celadon Manila to shoppers across the metro set to find distinct products that showcase the city's rich and diverse culture.

Expect to indulge in a variety of unique shopping finds and culinary delights as Celadon Manila ushers in its themed weekend markets.

Seek out the delicate art and heritage of China on May 25 with "Ravishing China"; rediscover valley makes real country unique on June 15 with "Only in the Philippines"; delve into the exotic world of India on June 22 with "Incredible India"; and discover the colorful world of "The Land of the Morning Calm on June 29 with "Captivating Korea".

The weekend market salvos will be hosted every Sunday within Manila's first inground leisure community will offer a diverse collection of eclectic home décor and furniture, a smattering of home accessories as well as an array of food choices that will satisfy the nation's discerning palates.

Commercial Innovations is Ayala Land's specialized business for innovations in residential living. It builds balanced, harmonious communities where the living experience enhances the lifestyle aspirations of its residents. For inquiries, call 845-5100 (Metro Manila) and 1-800-10-845-5100 outside Metro Manila, log on to www.celadonmanila.com or e-mail celsales@ayalaland.com.ph.

NESTLÉ MOUNTAINEERS CONQUER MT. KITANGLAD

A dozen mountaineers from the Nestlé factory in Cagayan de Oro recently conquered the summit of Mt. Kitanglad in Bukidnon. Standing at 2,938 meters above sea level (Mt. Kitanglad is the second highest mountain in Mindanao. An exhilarating experience, the activity enabled the climbers to commune with nature intimately and gain lost appreciation of the environment.

One-stop shop for extended warranties

ASIA WARRANTY SERVICES (AWS), a leading player in the extended warranty industry in the region, is adding new levels of service by leveraging on century-old party administration to offer coverage of automotive, home and consumer goods.

"We believe that the true value of extended warranties lies in the ability of the organization to administer them," Reuter Vilmar, Asia Warranty Services chair and chief executive officer, said.

Asia Warranty takes pride in being a one-stop shop that delivers insurance solutions to the customer through an extensive network of manufacturers, dealers, distributors, retailers, leasing and financial institutions.

By focusing on third party administration and value-based extended warranty, Asia Warranty is able to offer products and services that are customized to the Filipino motorist and Philippine market.

AWS' services extended warranty, for example, features a protection plan that covers all costs related to mechanical, electrical and electronic breakdown after the manufacturer's warranty expires, and which is not covered by insurance plans.

"Our innovation that we've also added to our list of services is a call center that serves as the front point of customer service, an innovation that provides effective customer service," Vilmar said.

This is linked to a round-the-clock roadside service covering towing, and assistance in cases when motorists encounter problems connected with a dead battery, flat tire, fuel run out, and accidental locking out.

Most importantly, AWS relies exclusively on its relationship with First Cebu insurance carriers, with all warranty policies backed up by minimum 'A' Rated Reinsurers.

AWS carries a track record of successful operations in such Asian countries as Hong Kong, Singapore, Thailand, Indonesia, Malaysia and China together with the Zurelle Group. In the past years, AWS affiliate companies have grown the business in the Americas, the Middle East, North Africa and Europe.

What's Big and beautiFUL at Parklane Jewellers

FASHION value, big is beautiful. Anything that comes oversized is an audacious statement of style is itself.

This rules is true when sporting that humongous yet uber WELDER watch timepiece only in prime Metro outlets of Parklane Jewellers, Inc.

Crabby designed by Ivan Fontana, who firmly believes that there should be no understatement in telling time. WELDER timepieces comes as no surprise with their bold and eccentric lines of K04 Dials, K24 Cases, K24 Gold, K24 Dials, K26 Cases, K26, and K28 Crowns.

Unlike any ordinary watch available in the market today, WELDER watches are seals that BIG set chic-measuring case dimensions of 48 mm to 52 mm sizes. While they may appear bulky and big, however, they are actually very lightweight thanks to its specialized non-processed technology.

With this robust design of such an Italian brand, the quality of its material and its pain staking hand craftsmanship are soon to gather in each and every piece. With well-crafted WELDER timepieces in shades of black, silver or gold cases shaped either round or square with each model is guaranteed to be water resistant and bonded with a rubber and a faux leather strap in a unique packaging travels box at the same time.

Giving beyond conventional, these contrasting sports crowns at the unusual tell side of the case. The reason and logic is for you to look at time in a different view while at the same time strategizing the event so as to avoid skin scratch-es while adjusting the crown.

And in case of fashion-style emergency, don't let yourself be caught in fashion blue jam. Complement your suit by slipping on any of the spare colored fillers in assorted hues of red, blue, green and yellow. Matching the right WELDER color to that of your attire will save you enough from any embarrassing fashion disaster.

So to keep up with the demand of time, thou shall wear a WELDER for you can't go wrong with any of its unique collection. Whether you're on your daily routine, office/ business trip or stylish mode, these timepieces will never fail to glam you up and costing you that much.

Visit any of the two exclusive Parklane Jewellers boutiques at the G/F Glorietta III, Ayala Center, Makati City (818-6412) to 20/ and at 2nd/F Piedra Gil Wing, Robinson's Place, Malate, Manila (536-2662).

Summer Golf Expo

LOCAL 2007 RIDER FORD OF THE INDIVIDUAL biggest golf brands are set to unveil their new products in the first-ever Summer Golf Expo, presented by Golf Digest Philippines on May 24-25 at the SMX Tent at The Fort in Taguig. A giant hitting cage will be set up inside the MBC Tent for free hitting. Major prize skateboard, hourly raffle and other exciting activities are in store for the golfers and the whole family. The Golf Distributors Association of the Philippines will host a golfers' Night on May 24. Saturday to treat golfers to great food and entertainment while shopping until midnight. On May 25, Sunday, Northwest Airlines will be giving away round-trip tickets to US in the grand raffle. For further details on the Expo, call 759-0202.

Narita Aiko: Songs for His greater glory

SEEKING THE MUSIC FOR HEIR MUSIC IN liturgical ceremonies, musician Louise Delgado introduces Narita Aiko: a compilation of his 12 original compositions and arrangements of make songs in Filipino. While the book cost P250 the cloth edition P350. Jaime N. Cardinal Sin launch ex call to take center stage at the famous Edsa Shrine in a mass to be officiated by Bro. Fr. Leo Mbo O. Mangonsat, Shrine of Mary, Queen of Peace. Our Lady of Edsa Rector and Director of Liturgical Music for the Archdiocese of Manila come May 23, Friday at 6:30 pm. Priced at P200. Manila Mid, Mesa Delgado Book Library is now available in St. John Bosco Parish Bookstore in Makati. For orders or reservations, call 92-6945800.

Frontline leadership workshop at Panasonic

PANASONIC MANUFACTURING PHILIPPINES Corp. (PMPC) in cooperation with Panasonic Regional Training Center (Singapore) will host a two-day "Frontline Leadership Skills" workshop on May 22 and 23, at the company's training center in Tanay, Rizal. The workshop is sponsored by the Foundation for Asian Management Development (FAMD). The workshop, which helps participants understand the paradigms of leadership and their roles not only as team leaders but also as an extension of the management team, covers topics such as: the roles of frontline leaders, awareness of the 10 competencies, and the reason why leading and managing are two different things. Registration and enroll of the subscribed rate (P2,000/head). For more details, contact Lorena Magsingal at 284-2000 or 426-2980, local 2226. Interested parties may also e-mail their registration and inquiries at lorenas.magsingal@ph.panasonic.com.

Be a corporate diplomat, know your protocol

THE CENTER FOR GLOBAL BEST PRACTICES (BCP-17.08.0003.03) and worldwide speak rights (esp) will be holding a pioneering seminar entitled, "Best Practices in Protocol for Business Advantage" on Friday, May 30, at The Conservatory, Peninsula Manila, Makati City. The program will feature Ambassador Jose G. Santos, Chief of Protocol of the Government of Foreign Affairs. He was previously chief of presidential protocol at Malacanang and has the distinction of having served five Philippine presidents as protocol officer in various capacities. His familiar experience include having been first secretary and consul of the Philippine embassy in Seoul, South Korea, and minister and consul general of the Philippine embassy in Ottawa, Canada. This pioneering one-day program has extracted best practices from the foreign service course and has been uniquely designed to teach participants the what's and-no's-tips of protocol for business without having to undergo rigorous four-year training service students do or learn the same things. Topics to be discussed include precedence, ceremonies, official communications and entertaining, social graces and decorum, etiquette in various business situations, protocol practices in different regions of the world, and how the USA and Philippine officials communicate and attend to the conduct of business activities.

Bridges Bookstores' summer promo

"I WAS SO GOOD BOOKS ON THOSE HOT summer days? Bridges Bookstore located in Glorietta 3, Makati City and 9 Mall, Greenhills Shopping Center, are giving a soothing summer treat. Yes, you can be a part of this revolutionary Summer Sizzlers at Cool Cool Prices from May 1 - 31. Fans and espionage or three computers and big discounts of up to 40 percent on selected current paperback, trade and specialty books, children's books, and imported reference books. For further inquiries you may call or text (0)(0)(0)-4066 to 67 for Bridges Bookstore, Glorietta 3 Makati City and (02) 723-0365, for Bridges Bookstore, V Mall, Greenhills Shopping Center.

Asian Poker Tour events for 2008

THE ASIAN POKER TOUR (APT) ANNOUNCED ITS 2008 calendar with four events, each with a guaranteed prize pool of US$1 million, and will debut this year's tour in Manila. Set to capture the imagination of the poker world and make the APT bigger and better than ever, the Tour kicks off in the Philippines on May 21 to June 1. Enrolled followed by similar events in Macau, Asia's gambling capital, South Korea and Singapore. To participate in the prestigious tournament, players need to pay the buy-in of US$2,500 or win a seat for as low as US$230 by competing in the many satellite events taking place online throughout the world. The Asian Poker Tour will also feature a Pre-celebration gala, exclusive to the country's biggest celebrities, to play poker for the winning pot of P400,000. The prize money will be donated to the charity of their choice. Visit www.asianpt.com for more details on how to join.

Bits & Clips

PRSP learning sessions

2008 Lecture-series 1

PR: then and now

Friday, May 23, 2008 1 - 4 pm
Dasmariñas Room, InterContinental Manila

Speaker: Mike C. Sison-de Guirse, APR
President, Pull Circle Communications, Inc.

	Php
• PRSP members	800.00
• Non-members (including college students)	1,000.00
• For early group of five	3,000.00

PUBLIC RELATIONS SOCIETY OF THE PHILIPPINES

2008 Professional Development Seminar First of a Series

Social Media? New Media? Interactive Media? Ano ba talaga, Kuya?

Friday, May 30, 2008 8 am - 5 pm Legaspi Room, InterContinental Manila

- **Current Developments in New Media**
  Jayvee Fernandez, 85media, Inc.
- **Role of New Media in Public Relations**
  Donald Lee, Yahoo.com & Internet and Mobile Marketing Association of the Philippines
- **Tapping New Media to Influence Publics**
  Elly Poyat, DigiboOne Mindanao

	Php
• PRSP members	1,500.00
• Non-members (including college students)	2,000.00
• For early group of five	7,000.00

Don't miss to watch Golden Voices
PRSP Grand Anniversary Celebration concert for a cause
Wednesday, July 2, 2008 6:00 pm Meralco Theater

PRSP members are free of charge
Non-member (including coeds) P1,000.00

For inquiries:
Katrina de Guzman and Lucky Llanes
427-1100 or 427-1108
full_circlecommunications@yahoo.com

15th National Public Relations Congress

Planet.People.Partnership.

September 16 & 17, 2008 8 am - 5 pm Grand Ballroom, InterContinental Manila

- Back to nature: How Philippine companies address environmental issues
- Intra-Corporate public relations: The many facets of PR practice in the corporate/organizational setting
- PR practice in Asia-Pacific: How companies deal with the PR function in their respective environment
- Public Relations disaster
- Successfully leveraging corporate sponsorships to build relations with key stakeholders

	Php
• PRSP members	2,000.00
• Non-members (including college students)	3,000.00

Details about the seminars contact:
PUBLIC RELATIONS SOCIETY OF THE PHILIPPINES
Tel: 928-8913 or 928-8912 prsociety.prsp@yahoo.com www.prsp.ph

Sponsored by: Globe Inquirer

The Future Has Landed

High-bandwidth cable lands in time to mark PLDT's milestone 80th Anniversary

PLDT's birthday gift to the nation is going to be the first direct fiber-optic submarine cable between Southeast Asia and the United States, around 20,000 kms long with a price tag of US$550 million. The Asia American Gateway (AAG), a cooperative project among top regional telecom players, makes landfall Tuesday, May 27, 2008 at the PLDT cable station in Bauang, La Union.

After being led by Cabinship Ho Ho Hato over seemingly endless, open seas, the AAG cable landing marks a special milestone leading to 80 years of PLDT innovation and leadership as the country's premier telecom provider.

The new cable's potential is as remarkable this according to Mr. Ramoncito S. Fernandez, Head of PLDT and Smart International and Carrier Business Group, the capacity of PLDT's internet highway could be immediately doubled or perhaps tripled as required.

"The AAG cable, which will become PLDT's new primary highway to the US, shall also help enable more value-added service offerings," said Fernandez.

And it comes just in time for the year-long celebration of PLDT's 80th anniversary, as the company looks to continue an industry-leading tradition and legacy of innovative services for a growing, changing market.

"AAG is being built to support the tremendous growth in the telecommunications traffic within South East Asia, as well as between the entire region and the USA," Fernandez added. "The explosion of the BPO industry is also seen as one of the main drivers of this increased and diversified traffic. The AAG cable is going to be so powerful, at more than 1 Terabit per second, that it can support 150,000 simultaneous HDTV transmissions."

Fernandez explained that AAG was conceptualized and is being spearheaded by telecommunications industry leaders in response to the growing demand for bandwidth and to provide resiliency versus possible future disasters that may threaten telecom operations similar to the past Taiwan earthquake.

Joining PLDT as major owners and initial parties are AT&T of the US, Bharti of India, CAT of Thailand, the Government of Brunei, StarHub of Singapore, PT TELKOM of Indonesia, Telstra of Australia, TM of Malaysia and VNPT of Vietnam. Other major operators, SIT Global Network Services of the U.K. Bayan and ETPI, PT Indosat of Indonesia, Saigon Postel Corporation of Vietnam, TNZI, of New Zealand, Vietnet of Vietnam and cable suppliers namely

Alcatel-Lucent and NEC joined in construction of the cable network commissioned.

"AAG is being built to support the tremendous growth in the telecommunications traffic within South East Asia, as well as between the entire region and the USA."

PHILIPPINE DAILY INQUIRER
BUSINESS Friday

Forecasts prove reliable

Brittany

Green investments showing signs of growth

Call 817 1714 • 817 1735

AVANT

O & M's Lazarus on advertising effectiveness

The simple truth is that an advertising agency is paid by clients to make a lasting impression

O&M WORLDWIDE chief Shelly Lazarus

By Harry Pinoy
Contributor

SIXTY-SOMETHING Shelly Lazarus, worldwide chief executive officer of Ogilvy & Mather, is a woman of substance.

With over three decades of experience in general advertising and direct marketing discipline, she has been named Advertising Woman of the Year (1994) by the Advertising Women of New York, Business Woman of the Year (1996) by the New York City Partnership, and listed since 2002 in the annual ranking of the "50 Most Powerful Women in the World" by Fortune Magazine. So it can be expected that when Shelly talks, people listen.

Such was the case in the inaugural World Effie Awards recently held in Singapore, where Shelly Lazarus was the keynote speaker. "I consider the Effies on my continent ... to be a vital extension of values in our business," she said.

"Above all the many award shows," she stressed, "the Effies is the one contest where results matter." She contrasted the Effies with other awards shows that she described as "beauty contests." Pointedly, she asked her audience: "In the end of the day, when the dust has settled, what is the point? What have our clients paid for?"

Shelly witnessed that she grew up in an agency atmosphere where "we sell ... or else." In fact, she started at Ogilvy & Mather as a Girl when the legendary David Ogilvy still walked the halls and personally preached that the purpose of advertising was to build great brands.

David, she shared, was a businessman first and foremost and a brilliant copywriter as well. "He valued ideas and creativity. But not creativity for creativity's sake," she said.

As a businessman, he never forgot what the point of the work was: it was to build brands that people wanted to buy." And she continued, "If the work had moved the products off the shelves, signed up the card members or hit the sales

THE DOVE "Evolution" and "Ripple 1986" TV commercial, won both the Cannes Grand Prix and the Effie Grand Prix

APPLE girl in Macintosh commercial

The entrepreneur and the marketing mind-set

Q: I AM STILL AN ENTREPRENEUR who owns multiple bars including that of chief marketer/marketing director. It always will my priorities that everyone should have a marketing mind-set but teaching this mind-set or attitude is hard to do.

What are the marketing mindsets that you recommend an entrepreneur possesses?

A: That's a great question. There is a subject that is dear to our hearts since both Marketing Rx writers are also entrepreneurs. The marketing mind-set and attitudes are crucial to an entrepreneur. Perhaps this acronym can serve as a reminder for you and your people. Based on our experiences, here's an overview of the marketing mind-sets that an entrepreneur like you needs to have.

M—Market-driven. The number 1 entrepreneur is always obsessed with what the market is interested in (not about his brand (his product, service, company). He's always observing and listening to what the market is doing—and not doing. What are consumers buying and not buying? (Why?) Good politicians or public servants, who are really good entrepreneurs, are keen to know what issues are important to their constituents or customers. (That's what we customers are—customers of the public servants.)

The market makes sure that his brand is thought about everywhere. He knows how to deliver "share of mind" to market share.

Marketers are market-driven. They listen to the consumers and are to please and delight them. It's worth repeating what we said a couple of weeks ago about the right marketing attitude:

Never-ease planning or deciding on any marketing campaign or program from where you are as a marketer. Instead, always start from where your consumers are.

I—Influential. Another, John Maxwell, says that "leadership is influence." The marketer needs to be a 360 degree leader. In other words, a person who can influence not only those below him (i.e., his staff or team) but also those "beside" him (those in the organization's different departments—finance, production, sales) and above him (top management, board, majority) to be able to execute his marketing plan and strategy.

No wonder, crops of good CEOs are coming from the ranks of marketing. They have learned the art of influence.

A leadership mind-set is needed by the marketer even if he doesn't have the title or position. Before a marketing plan can succeed he/she needs to be internal marketing or buy-in from the different leaders in a company. Marketing plans will go through the first of change. A middle mind-set will help you guard against frustration. A willingness to accept change and compromise (to a degree that doesn't compromise integrity and quality) will generate quicker than usual conversion of your strategy as well. Marketers have a middle mind-set.

D—Discipline. A mentor once told us that the "difference between successful people and failures are that successful people are those who are willing to do the things that failures often refuse to do." Many times that difference involves hard work, going the extra mile (as they don't take shortcuts), being conscientious or meticulous and taking time to study and improve oneself.

Marketing is a discipline. Marketers have discipline—they are not in a rush to do things wrong.

S—Selective. Marketers are target fan in focus. They know as many things as to many people. But in the end you must choose and sacrifice. Over a "word" or concept in the prospect's mind and focus on that. That's what Al Ries and Jack Trout call the law of focus. If your niche's focus is on "budget" then you must focus on that and sacrifice "upscale."

The marketing mind-set is focused.

E—Enthusiastic. That's the "E" factor. Marketers are high on enthusiasm. For the case that marketer, illustrating is not just a job—it's a calling. It's an advocacy. It's a mission. It's an act of service. At one time another's more, the Affairs was so amazed at how one marketing director could be so excited about marketing deodorant. He saw himself and the products that he was selling as something that was adding value to society. Without good products, the world would be a stinking place to live in. Teenage love and marriages would probably break up because of underarm odor. That was his mind-set. As was as a musician and that spurred him to great success.

Success inventors say that nothing of great importance was ever achieved without enthusiasm. Imagine Martin Luther King delivering his famous "I have a dream" speech without the enthusiasm and passion that communicated to "dream" that dream have sold and caught on?

Check yourselves. How excited are you about your product or service? If the "E" factor is absent, perhaps it's time to move on—or to go and do some soul-searching to rediscover the beauty, value and purpose of your brand.

The marketers' mind-set is always enthusiastic.

I—Trust. Marketers have a "trust above all" mind-set. Let's face it. Consumers are growing wary and distrustful of marketers. Read the book, "All Marketers are Liars" by Seth Godin or the classic, "Meaningful Marketing" by Doug Hall (of American Inventor) and it show him). They basically say that **the winner in the marketing game is** the one who is able to tell the truth in the best way possible.

The next time you hear a story that is true and that is worth passing on. Word of mouth marketing works best when the "people" about the product or service is true. Or else it dies a quick death.

Recently we were at a cookie rally organized by a top developer for a group of real estate brokers. The developer showed a promotional video of their latest development in the south. The AVP said, "The project is just minutes away from schools like Ateneo, La Salle, Assumption and even hospitals like Asian Hospital." The project is in Sta. Rosa and the Asian Hospital is not a "few minutes away." Not it is just "11 minutes away from Makati" when everyone but a fool knows that it is only one where knows! That's just a lie, a falsehood.

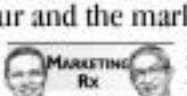
You want to build a trust. And that's not the ways to do it.

Marketers are trustworthy. They undersell and over deliver on their promises.

In short you have it. The M.I.S.S.I.O.N.E.S.T. of a marketer-entrepreneur.

Have a blessed weekend!

Send questions to Marketing@philbt.com.



There's something about Mary

MARY Bonaventura

THE NAME MARY BONAVENTURA MAY not instantly ring a bell. But that's only because P&B has made her its best-kept secret.

Any ad person who hasn't been busy digging up a lucrative fortune in the desires of Midas would be well aware of P&B's management, especially on the creative front with its Midas-touch record (see its shows). The highlight of the revival came in the form of a precious metal—a (Go Gold), a first for any Philippine ad agency. (Few would argue that there could be a more convincing, emphatic way to announce they're back.)

So it's official: P&B is back in business, and in many ways than one. Business is doing really well. And Action Marketing, conceived and headed by Mary Bonaventura, has played a major part in it. As a result, the Agency is happy. clients are happy. And people who've witnessed the P&B turnaround from within are left musing: There's a story to be told here.

How can they not? When the new management room came into DFB (as it was known then), each of the management committee heads had a clear, well-defined turf and mission. Someone was to be president, another was to be executive creative director, still another to head account management. And Mary wasn't any of them. Mary had her niche earner for BTL projects to complement the Agency's ATL efforts. She did this, but in that earner into a career effort! And with it, P&B also earned a contact.

Like most success stories, Action Marketing started small. Mary, along with a colleague, was Action Marketing. Things have changed since: Action Marketing has grown into a 40-strong fully integrated **marketing communications agency.** The one thing that has remained unchanged is its doggedly **adherence to live-up to its name.**

Action is what brings in results. Consider recording client's investment targets by 600 percent, taking a brand to Solid Gold (where its only one for it sold out inventory within the month of launch); breaking client's record for inquiries for a residential project exclusively via a website; increasing market share to maintain leadership in the face of media upbringing by the category's biggest player.

With business burgeoning, Action Marketing has embarked on its own journey as an independent within the YRR network, simultaneously launching its full array of services: Action Digital, Action Activation, Action Direct, Action Events, and Action PR. It's the first of its kind of that attempts within the YRR regional network have been made to copy the Action Marketing model and duplicate its success. None has ever succeeded. Why? Because there's something about Mary.

So what is it about Mary? While it can't be ascertained if she wears body charms in her collection of Louis Vuitton bags, it would be a safe bet to link the success of Action Marketing to Mary's resolute refusal to fail, and more importantly, her dogged determination to succeed. Still, that doesn't quite sum up everything about Mary. She just have to see her in action.—Action Marketing, that is.

New mall to tap homemakers

By Kenneth Pl. del Rosario

ANI SON MALL MARES three.

Walter Mart North Edsa, the biggest branch of the Walter Mart chain, recently opened its doors, a move throw away from SM North Edsa and TriMonte.

The mall hopes to capture a significant segment of an "untapped market" from the Commonwealth, Tetuan and Cubao, proximal area, along with several other neighboring barangays.

"Filipinos do their grocery almost every day. And when they just want to buy the basics, say items from meat or coffee, they don't want the extra effort of dressing up or scrambling for parking space. situations they usually face when they go to crowded and crowded malls," says Jojo De Guzman, the mall's AVP for shopping center operations.

"In an alternative, people can go to wet markets, but are thought it would be better if they can go to a modern clean, safe and secure," he says.

The mall comes with the biggest supermarket unit. The 4,200 square meter grocery area sits in the 12,000-sq. m. shopping place, just 1 minutes away by jeepney or bus from the North Avenue station of the Metrorail Transit.

"We are first to create shopping and lifestyle landmarks in provinces like Columbia, Laguna and Davao," Carter Yang, who we're heading north of Metro Manila," says Walter Mart exec. Wilson Lim in a speech during the mall's launch on May 16.

"We are accumulators of a very positive response from our target market because we know the mall's needs, people already wanted to come and see value we had in store for them," he says, adding that they were market remains to be the 29 -to 49 year-old married women, especially mothers.

That's why the mall chain introduced innovations aimed on women. Innovations because a mall devoid of a "female-oriented touch" just won't cut it, says Benj Diaz, marketing manager of appliance center Electroworld.

Both Abenson and Walter Mart Supermarket belong to the Lim family, along with all Walter Mart mall branches and other established brands in the retail industry.

One of the innovations they introduced is the "Kids' Zone" where moms can safely deposit their children so they can focus on the shopping. Cartoon and educational programs play on television sets to help children while away the hours. Social activities are also held, and the dedicated play area rents complete with swings, slides, nets and a playhouse for the kids to enjoy.

The Walter Mart Supermarket even has a pharmacy for kids and a "Barn Zone"—sides with a petting zoo, farm animals, chickens, bananas and basically every thing that children love to snack on, are sold.

The supermarket also introduced the "ang! system" where shoppers can buy cooking oil, soy sauce, vinegar and sure sauce for as little as 120 ml.

Local spices, rice and eggs, among others, are also available for retail sale.

Aside from the benefits of having a "community mall" as they call it, they also wanted to help people around the area can also expert on "upgraded lifestyle." "When there is this kind of establishment in the neighborhood, people get the sense that things are improving," Yang says. "Value improvement is indeed what we want to happen here."

The selection of stores inside the mall is not just for women and children. It's also for office workers who want to grab a meals before or after work, for students who need fresh school supplies; or fathers who want a new pair of jeans.

Some of most notable establishments in the mall are the fast-casual diner, Home Plus and Electroworld, fast-food chains Jollibee, Chowking, Tokyo Tokyo and McDonald's, restaurants Max's, 88, Chez, Pancake House and Shakey's; and a bunches of the internet-based fitness center Gold's Gym.

Simply put it, Sun says, "there's a store for everybody."

The 13th branch in a chain of malls nationwide, the mall's accessibility and proximity to residential areas is expected to generate a hassle-free shopping experience.

The four-story mall clustered similar or related establishments in every floor (but makes the exception of shoppers) as the first floor is dedicated to furniture, appliance and hardware items. For the end of June, the topmost level, home to the mall's state-of-the-art movie houses, will be ready for operation.

O & M's Lazarus on advertising ...

From page B1.

quote, then he would have done the job. No number of awards would ever up that reality."

The reversal of his great fortune? Ogilvy doomed awards shows for one simple reason: He felt that they measured the wrong thing. He felt that awards shows measured creativity for creativity's sake. "And then," he revealed, "was [great fortune for David. Not to mention disrespectful to his clients." Unexpectedly, because for David, clients' money had to be spent to drive their businesses, not win the advertising agency awards.

Though not her direct mentor, David obviously had a lasting influence on Shelly, making her a lifelong disciple of advertising effectiveness. She wholeheartedly believes that creating great advertising that gets great sales results have to go together. She does not agree in the approach that some agencies do to broaden their the client—emanating border than the others, using humor or other "soft sell" approaches—to gain attention. For Shelly, the simple truth is that an advertising agency is paid by clients to make a lasting impression.

To illustrate her point, Shelly highlighted in her presentation that in the past 30 years, only two campaigns have won the Cannes Grand Prix and the Clio awards. Those were campaigns out in one year (though in different decades) that not only won the highest respect of the creative world, but also had the consumers buy the product beyond expectations.

The first of these campaigns came from apple: The "1984" television commercial for Macintosh. In Shelly, this one commercial inspired a whole generation of "impossibly loyal consumers," as she put it. It also catapulted apple to iconic status, and eventually became the platform for the brand's innovative character. It provided, she noted, a "creative proposition and idea so potent that it drives wonderful work and inspires manifold new products."

Indeed, Apple continues to break the mold through new revolutionary ways of developing and presenting new products, as exemplified by the iPod and iPhone.

Though Apple has refreshed the basic concept many ways through the years, "1984" for Shelly demonstrates that "great big ideas have sticking power and value beyond measure."

The second of these out standing campaigns was more recent, dating to 2004 for Dove's "Real Beauty" campaign. Dove's "Evolution" material of Dove's Campaign for Real Beauty Award ing to Shelly, "Evolution" was the object of discussion in many awards shows—judges were known to even consider it an ad of the decade. It was not surprising as it was highlighted for changing the rate of media as experienced by today's advertising practitioners. "Evolution" was initially uploaded to YouTube, before being adopted and applied in various media. By Shelly's reckoning, "Evolution" has been viewed by 500 million people worldwide, at a media budget of zero.

In fact, "Evolution" took $50,000 to produce, but its impact was beyond the wildest dreams of greater than its budget. Dove's Campaign for Real Beauty challenged the idea of beauty as fixated on women for generations. Shelly revealed that by tapping into a cultural scene, the campaign has led to increased sales across the board worldwide for Dove.

On the same occasion, Shelly raised the perennial question about an advertising agency's creative product: Do we do brilliant creatives, or do we sell? From her point of view, the debate is really all about a false dichotomy. "The only answer," she said, "is to marry great creativity with brilliantly effective ideas." And clients, the scrutinized her audiences, should not pay for anything less.

For Shelly, great creative work creates great Franchises through the years and also brings in the sales. This remains true today even in an ever changing market environment. And technology is more than a mere tool to showcase "technobrilliance" or "stylistic experiments." It should not limit the advertising practitioner's creativity and vision.

Though her speech in Singapore was brief, it was long on the insight and knowledge that only years of experience can bring—and Shelly's audience certainly listened. With the world becoming increasingly smaller through the advances of technology, the core of her message lay in the power of the brand and the all-encompassing brand experience. This, to Shelly Lazarus, integrates everything 'about the brand' touches the consumer—and allows the message to rise above the clutter.

His choices can make ...

From page B1 »

his jockey-casting to the next level.

As a person, Hidajat belies the chic and glamour world of advertising, nothing of that sexuality, flamboyant and prone to temperamentum screaming Freudian-seeking devils. He is always calm, cool, collected, highly creative and level-headed, a mature man in part and parcel of ad world.

The fresh out of college boy who started as a retired runner at Publicis has now an impressive lineup a portfolio even Hollywood's casting queen Lyn Stalmeister would envy. Some today's big budgeted and most visible TV commercials, bringers for sure lead a hand in there in casting direction.

Among his latest works on air this month alone are Smart Buddy "We Hit Me" (Pinky Bernal, Angel Locsin, Gerald Anderson and Rita Tila), Smart Buddy "Me to," Smart Buddy "Game Ka" (Rita Bhanusali)," Smart E80 "Innovation" (Ai-ai de las Alas), Greenwich "Overload" (John Lloyd), Lucky Me "Pets Talk," Mercolac "Buddy," JolliBee 30th year Anniversary Cake "Looking Glass" and many more.

Previous works include Smart GPW with Al-Ai-Ai de las Alas, Smart Caller Ringtone with Bella Flores, Smart Buddy TVC Angel Locsin Project Me to Me, Greenwich Overload with Vince Cantomero and Fernando Corbito, Greenwich Overload with Charles Lozano and Lloyd Chiang, Greenwich Overload with John Lloyd Cruz, Lucky Me "Pets Talk" Project entitled Sissa Wanseil, Jollibee 30th year, Lucky Me Project Travel and Living, Smart Buddy Me to Me with Rita Tila and Gerald Anderson, Smart TVC Project entitled "Dance Me" with Edu Manzano, Smart Buddy Me to Me with Rainforest Band, Smart Buddy Me to Me with Nolo Portrait

* * *

Birth pains? A lot of agency people are giving feedback on how the term "billboard," the Ad Standards Council is being run and they're sadly, mostly negative—from composition of people on such panel to specific rules affecting the content of a commercial to schedule delays where people are made to wait long hours. For this involved should meet and listen to each other to make things as painless as possible and prevent things from going awry.

* * *

Last weekend, BWT Merlin added another feather to its crowd-studded cap. The country's most internationally awarded agency bagged a bronze in the 46th Annual Clio Awards for Small Boxer Mileage Gasoline radio ad. Copywriters Jon Dy and Kim Bautista penned the script produced by Ida Productions. The awards night was held at The Jackie Gleason Theater, Miami Beach, Florida.

The night belonged to Leo Burnett Malaysia as Asia's best performer roaring a gold for its Petronas award-nominee ("Tan Hong Ming") TV spot. Two other Malaysian ad agencies bagged silver (Dot. Publicis Malaysia and JWT Malaysia.

Publicis Singapore ("Dadaxperanza Geeks," Sberia Ceiling Board) and Ink United Thailand ("Pickle," Sylvania Light Bulb) produced one silver apiece to follow Ogilvy Hongkong, Ogilvy Singapore and Saatchi Singapore's silver and bronze winners lined in print and poster category.

McCann San Francisco, as reported, brought home a Grand Clio for its Microsoft Xbox Halo 3 integrated campaign. TBWA Chiat Day New York won another Grand Clio for "Broken Heart," "Lullaby" and "Priest Guard" entries for Cambria. Leo Burnett London's "Estate Agents," "Wax Eaters," "Plumber" series for McDonald's were crowned to Hall of Fame.

LUCKY Me Project: Travel and Living

WITH Edu Manzano

WITH Kim Chiu and Gerald Anderson

Mansmith honors awardees

THE YOUNG MARKET MASTERS Awards (YMMA), an advocacy project of Mansmith and Fielders Inc., recently honored 7 of the best Filipino marketers and entrepreneurs who are 35 years old and below.

"YMMA is all about young men and women making their marks early in their careers. It's about promise becoming reality, with annual successes coming from talent in seeing possibilities and making them come true, in differentiating their brands, thus creating value through innovation," said Disqui Esmeraldo, President of Mansmith & Fielders and cofounder of the YMMA.

Seven young and promising leaders were recognized as Young Market Masters. Beverly Salenzara (Awardee for Category Management) marketing manager of HRC Pack—Specialist pleasantee for Beer Product Marketing) product manager of Del Monte Oil 'n Right; Roberto "Toby" Claudio Jr., (Awardee for Business Development) vice president of Tobo's Sports Division of Public Link (Awardee for Online Marketing) president/CEO of Yehey Corp. Raymond Mag-Ibalaya (Awardee for Entrepreneurial Marketing) managing partner of Red Crab Group of Restaurant; Alex Sopret (Awardee for Marketing Management) segment business head for BPC of Globe Telecom; and Cesar Ira Aposid (Awardee for Brand Management) team publisher, Summit Media.

The Board of Judges for the 3rd YMMA were Dr. Emilio Pedro, president and CEO of Lasallian Dep. Herbert Sy, president of Superfather Inc., and Dean Philip Juico of Graduate School of Business, De La Salle Professional School Inc.

The search for the 4th batch of YMMA awardees is now open. For more information, call 7222218 or 7271142 or 0918-9215888.

GE and Ayala Land Celebrate Earth Day

GE (GENERAL ELECTRIC) and Ayala Land Inc. joined forces to knowledge showcase their collaborations to promote GE's ecoimagination products, technologies and services in Ayala Land's latest land development project, Nuvali, in Laguna during Earth Day last April 22.

Present were Colin Low, GE president for Philippines, Singapore and Cambodia and Jaime I. Ayala, president and chief executive officer of Ayala Land. With executives from their respective companies, Low and Ayala presided over cocktails held at the Ayala Museum to present the ecosmart concept to prospective clients, investors, homeowners and other key customers.

It was an evening of "green possibilities" as GE highlighted in their exhibit various energy-efficient, less emission products that will be featured in Nuvali's "Evolving Center" and green model homes. Aside from GE lighting and appliances, the Evolving Center will also showcase the GE Merlin wireless remotes unit, the GE EcoSmart board, GE Water MBR technology and the GE Brilliance Solar System for harnessing energy from the sun, among other things.

Seminar for successful real estate investing

THE DYNAMIC INSTITUTE (TDI), conduct a lecture on "Investing in Real Estate: Opportunities, Techniques and What are Needed to be Learned" on June 6, 1:30 to 6:30 p.m., at the Maxims Function Room, 2nd Floor, Man's Restaurant, near exit of Shoemart 2, Ayala Center, Makati City.

The four-hour lecture will cover the following topics: "Survey of the different investment motivations, advantages of investing in real estate, pitfalls and traps in real estate investments, why real estate appreciates, pros and cons of investing in vacant land, different areas of opportunities, techniques and how to's in real estate investment such as buy and sell, build and sell, property leasing, rehabilitation of foreclosed and distressed properties, condo leasing, converting apartments to townhouses or condominiums, developing secondary lots, and an overview of the must-to-learn knowledge before investing.

For questions, call 0917 8928, or (02) 4-4289-04, 0921-4838431 or (02) 3-3307-147 or e-mail at srbanet@pacific.net.ph or srbanet_phil@gmail.com.

His choices can make or break an ad

By Roger Pe
Contributor

"You've got to have a discerning eye to unearth other hidden gems in people"

Lucky Ho "Teen Tan" Project entitled Siam Miranda (far left) and jubilee Jillyrose (above)

DO YOU HAVE THAT UNexplainable x-factor? Do you have that "it" face ad agencies are dying to catch to sell their brands? Stay out of your cocoon, this casting director just might spot you and take your wagon to a star.

There are a number of talent agencies but there's only one Belly Holagao, one of advertising's most sought after casting directors. If a face could launch a thousand ships, Holagao could definitely help pave your launching pad to a luminous career.

Barely three years in advertising, Holagao put up his own talCasera Philippines, a talent casting agency providing the most beautiful and handsome talents to ad agencies. Eight years later, he averages eight commercials during lean months and a maximum of 15 on peak seasons, cashing in on the boom.

"Because our country is a cache of talents, it is easy to find a beautiful face. What is not easy is finding a beautiful face with a plus factor—talents," admits Holagao who recently was one of the big name casting directors interviewed by Studio 23's "I Speak" on Top 10 most bankable commercial models. "You also have to go beyond having a talent scout, you've got to have a discerning eye to unearth other hidden gems in people," he says.

In a business that is fraught with a lot of temptations, Holagao is glad to say that his honesty surrounded us any one of them. He is a professional.

Holagao's motivation is hectic. While waiting for an important casting brief from another ad agency, you wouldn't catch him not deep into preparation for a commercial shoot or screening a voluminous pile of tapes of faces eager to be discovered. Once an ad agency seals a deal with AdCasters, Holagao's personal touch is very evident. He attends acting workshops, grooming enhancement and other personality development seminars for his search even within a short time frame.

"The big added value when you take Belly in is that you have a favorite entertainer rolled into one package. You are never dull with him," says an award-winning creative director who knows any kind of tension in a shoot.

In his small but well-appointed office, Holagao takes pride in saying that he was the first to digitalize the talents casting business. He has a NTB (video tape recording) room with state-of-the-art Elite-Pix, a 2,500 Blue-Head soft lighting system that keeps out the lens skin tone to talents being video-taped. A comprehensive database using 4.1 terabytes and a high-technology editing suite utilizing 600 gigabyte tele-

Print, scan and store directly with your thumb drive!

Now, Brother Inkjet Multi-Functions (Printers/MFC) let you do simple tasks faster and more conveniently than ever before. With this, you need to do is store all the data you want on your thumb drive then print or scan to a maximum of 40cm/min!

Even in the shortest route, Brother is always in your side.

*Terms, conditions and exceptions to apply. See dealer.

FRIDAY, MAY 23, 2008 PHILIPPINE DAILY INQUIRER B1 BUSINESS Friday

SCAN
PRINT
STORE

FREE 1GB THUMB DRIVE
for every purchase of any participating Brother MFC models
Promo runs until May 31, 2008

brother
at your side

Rising above the clutter of TV advertising

There's a need to tell the right brand story that will convert the consumer

By Karen K. De Asis
Contributor

THE PHILIPPINES IS a hands-down TV-viewing market. With nearly 90 percent of households owning television sets and watching at different hours of the day, the television also remains as the most cost-efficient medium when reaching out to a broad base market.

Today, the average cost of a prime-time spot is estimated at P350,000 per 30-seconds. Seemingly expensive for an entrepreneur. But the flipside is, a prime-time spot can reach more than one-tenth of the entire Philippine population. On the assumption, that a prime-time spot reaches 10,000,000 Filipinos, the effective cost of reaching each person is 0.035 centavos.

But that data is only half of the story. There are a few things one must consider if one hopes to effectively and efficiently use TV advertising.

Recognize advertising clutter

One of the major deterrents to effectively reaching a TV viewing audience is advertising clutter. In an unprecedented move, the Philippine Association of National Advertisers (PANA), the largest and oldest organization of media advertisers, teamed up Advertising Board Research to determine the actual minutes of commercial break that any TV program must have so as not to compromise the effective recall of advertising spots. Based on the findings of global research company Ipsos Ad-ded Value, that considered the research, the maximum advertising load that a television program can have in the Philippines today is 21 minutes, but not without a downside.

Presently, the Kapisanan ng mga Broadcasters ng Pilipinas (KBP), the body that regulates broadcast legislation and time, imposes an 18-minute advertising load among its members. At 21 minutes or 3 minutes more than the current practice, general TV advertising effectiveness is expected to be 7 percent lower while related recall e.g. remembering/value the brand or the ad tells the consumers, should be 17 percent lower.

Interestingly, the Philippines' self-imposed 18 minutes among members of the KBP organization is already much higher when compared with Asian counterparts like Hong Kong, 14 minutes; Singapore, 12 minutes; Malaysia, 14 minutes; Taiwan, 15 minutes; and Thailand, 10 minutes.

At 18 minutes, related recall from advertising in the Philippines is 58 percent less efficient when compared with neighboring Asian countries. That is why Philippine advertisers are bound to put in more spot placements or make their TV advertising more effective.

In North America, the US has no restrictions when it comes to advertising load.

Not everything is lost to entrepreneurs wishing to capitalize on television as a medium in the marketing communication mix, particularly if their target market belongs to the broad middle class segment.

How to optimize TV media

The role of TV as a medium is to provide a convenient format for business owners to reach its target market covering more ground, less time and without having to mind foot soldiers, or salespeople, to do the brand's storytelling. At an estimated 0.035 centavos per person to reach a brand number, assuming that that is the brand's target market, going TV is a steal proposition. Provided the ads provided effectively fills the other marketing gaps. These gaps include:

- Have the right brand story said in an evocative yet engaging and compelling way. Having television as part of the market-

WINNING IS A STATE OF MIND

Like Rafael 'Rafa' Nadal, Kia Motors Global Ambassador, Kia is on a winning streak, reaping accolades worldwide for its power, precision and performance.

KIA CARENS
with CRDi DIESEL ENGINE

CI MAGAZINE COMPACT-SIZE PEOPLE CARRIER OF THE YEAR

Also chosen:
"BEST VALUE VEHICLE FOR 2008"
by The Parents Magazine and Edmunds.com

COMPACT VAN & MPV OF THE YEAR

Rafael Nadal

KIA & NADAL
PERFECTION PERSONIFIED.

AVAIL OF KIA'S SPECIAL TRADE-IN DEALS

KIA IS A MEMBER OF THE HYUNDAI-KIA GROUP, THE 10TH LARGEST AUTOMAKER IN THE WORLD.

People, Events & Products

Editor Aries Espinosa

3 big names for Talk 'N Text

EARNESTINE MORE THAN 18 million subscribers in 8 years, prepaid GSM services provider Talk 'N Text's success rests on its understanding of the average Filipinos's needs while making it a point to connect with them. It is thus fitting that three big names that endorsed the brand's once upside down recently chosen as the faces of Talk 'N Text's new campaign.

Manny Pacquiao, Rufa Mae Quinto and Robin Padilla live up to the task of making life more hopeful and positive for a lot of Filipinos. Together, these celebrities personify resilience, the proposition "Tumagumpay ang Lihi" with Talk 'N Text.

"In their own way, pinagsumpungan nina Robin, Rufa Mae and Manny ang buhay ng mga Pilipino," says Basilio J. Bautista, television consumer division head of Smart Communications Inc. (Smart). "Sa kin manila and TV shows, for instance, Robin always overcomes an obstacle, whether it's to rescue someone, complete a mission or realize a dream. That's why he's an idol—every Filipino is faced with issues and has to stand overcome, and Robin stands for the hope that he sees."

Comedienne Rufa Mae has a natural knack for making people laugh, reminding us that there is always a lighter side to things. "Laughter is the best medicine, a saying tactic," comedienne Rufa Mae. "It allows us to momentarily forget our troubles and sickness." Boxers, on the other hand, is the people's champ. "Today, he is perhaps the strongest embodiment of the Filipino spirit: no matter how many times he gets hit, he will always get up."

The "Tumagumpay ang Lihi" campaign resonates that in spite of an unsafe negative news, Filipinos continue to be hopeful and to believe that not everything that happens is bad. The brand message, which was first launched in 2007, continues to be relevant to the masses today. The key is to encourage people: no we can, let's not just believe.

Aside from the wonderful campaign, the campaign also emphasizes the brand's superior services. As the mobile prepaid services trusted by more of the teeming Filipinos, Talk 'N Text provides its subscribers with reliable or outstanding "nationwide" coverage, more than a million land outlets all over the country as well as low call and text rates and promotional value-for-money offers that make it truly cool to mga-sa-isa buzz.

"Calling and texting is important in the Talk 'N Text subscriber—the average Filipino—because it means keeping in touch with family and friends. Talk 'N Text makes these services available and affordable to all," explains Bautista.

This year, Talk 'N Text is also commemorating a very special occasion. The prepaid GSM services provider is celebrating its 8th anniversary via a series of events aptly called "GAAMiversary". Following its "Tumagumpay Lihi" campaign, the brand announces new and ways to reward and touch base with its loyal subscribers.

The Talk 'N Text "GAAMiversary" made its way around the country, bringing with it fun games, rallies and exciting performances from a slew of celebrity guests. Fresh the event's kick off in General Santos, "GAAMiversary" moved to Puerto Princesa and continued in Oriental Mindoro April 19, Batanes April 26, Negros Occidental May 3, and Bicol May 10.

LAUNCH GROUP OF COMPANIES VISITS PLDT CLARKTEL INNOLAB

Philippine Long Distance Telephone Co recently hosted a technology update for the launching of its newest company under PLDT and Smart corporate products and services that seamlessly contribute to their diverse network of business and services in terms of connectivity and specialized efficiencies. Shown are, from left: Genaro Donato, manager, corporate relationship business, PLDT Data Solutions; UVP and CEO, Lucille Sioe; Dennis Mayuntabon, AVP and ETO, Lucille Sioe; Noel Mandamus, relationship manager, PLDT (right); Frank de Jesus, SEVP and COO, LuzonDesa (2nd from right) and other officials from their complementary businesses. The Launch will expand a complementary of companies creating positive synergy in the automotive business, with automotive brands and dealerships that have multiplied over the years to become one of the largest networks in the Philippines today. The conglomerate is also composed of businesses dealing in non-life insurance, real estate, financing, lease commodities, fixed and fixed.

AIG Philam Bank launches 'The Great Cash Rush' promo

AIG PHILAM SAVINGS BANK SECURITY launched "The Great Cash Rush", an instant cash promo that guarantees save prizes for deposits made into the bank's Peso and US Dollar savings and checking accounts.

Unlike raffle promos of other banks, The Great Cash Rush guarantees a cash prize of P100 for every fresh bank deposit of P20,000 into the Classic Saver or Classic Check account, and $1 for every fresh bank deposit of $500 into the Dollar Saver.

"This promo is our way of rewarding all customers who bank with us. That's why we decided on giving away cash prizes to all those who deposit with us, instead of the usual chance-based raffle where only a lucky few can win," Allan M. Tumbaga, vice president for marketing, said.

Prizes cash prizes are immediately credited into the savings or checking account of the customer as soon as he makes the deposit, and can already be accessed by the customer as soon as the deposit amount has cleared.

The deposit amount entitled to the cash promo must be put on hold with the bank for 30 days. The promo is open to all individual depositors and will run until Sept. 30.

On top of the cash prize, qualified AIG Philam Bank depositors are also automatically entitled to free life insurance coverage (subject to Philamlife's Group Life Master Policy Contract and underwriting policies, the terms and conditions agreed upon by AIG Philam Savings Bank and Philamlife, and such T&C as may be deemed appropriate by the bank) based on their combined savings, checking and time deposit account balances. Maximum life insurance coverage per depositor amounts to P1 million for Peso account-holders and $20,000 for dollar account-holders.

"We are the only bank in the country that provides coverage based on our depositors' total relationship balance, regardless of the type of products they want to maximize," Tumbaga added.

AIG Philam Bank savings and checking account depositors may inquire their balance or withdraw from their accounts from over 7,000 ATMs nationwide for free. Interest rates for Classic Saver, Classic Check and Dollar Saver are among the highest for regular savings and checking accounts in the country. To open a deposit account or inquire about "The Great Cash Rush" promo, call 683-0888 or e-mail AIG customerservice@AIG.com.

Chevron unveils Kitchie Nadal Ad for Caltex with Techron

CHEVRON, MAKER OF ENGINE-CLEANing fuel brand Caltex with Techron, recently launched its latest television commercial featuring singer-songwriter Kitchie Nadal. The TVC underscores the importance of keeping our engines clean for a safer, more efficient and reliable journey.

The 30-second advertisement is a global campaign that will air in seven countries across Asia, including the Philippines. It also marks Kitchie's debut as endorsing a brand on a global scale. The singer-songwriter is also the first Filipino ever to star in a regional ad for Caltex with Techron. "We chose Kitchie because she reflects the positive qualities of our products. As we do with our car's engine, Kitchie has to keep her voice in optimum condition so she can always deliver top-quality performances in her audience," says Caltex brand manager Enrico de Leon.

The TV ad's launch also coincides with the debut of Kitchie's latest album "Love Letter", a compilation of inspiring songs that features a more mature and spiritually grounded Kitchie. Among the tracks in her album is the song "Highway", which was used in the latest Caltex with Techron radio advertisement. "It's a song I wrote in here using that as the joys of traveling, especially when you're going the right way," she explained. "For me, it's being on the path my Creator has chosen for me," Kitchie added.

Aside from the TVC and radio ad, Kitchie will also be participating in a number of other Caltex with Techron promotional activities. The Caltex customer is slated to have a series of concert stops in identified stations nationwide, so fans should be on the lookout for Kitchie whenever she passes up at a Caltex Station or grabs a bite at select Star Mart branches.

Kitchie will also participate in a radio tour to promote both the Caltex with Techron FMC and her album. "It's been a good time for me. I can't wait to continue my work for Caltex and extend my music to listeners everywhere," added Kitchie. Besides Team "Love Letter" will also be playing in all Caltex stations nationwide.

Kitchie's career started with her double platinum single titled "Hanap sa Buong Mang Sandaliksik", that sold over 80,000 copies. This was followed by the release of another hit title, "Dance Generation". She soon after, is the singer-composer for themes of various MSG-OPM and GMA series like "I Luv New York", "Rosalie" and "Stalka".

MS SUMMERS WORLD TRAFALGAR GEARS UP FOR MS BIKINI PHILIPPINES

Gathered: Joy Magat, Miss Summers World Trafalgar Plaza, is all set to compete in the made ambassador Miss Bikini Philippines 2008 in preparation for the prestigious event, Magat underwent extensive physical therapy sessions, exercises, workouts, and aromatherapy sessions to get her bodies of Summers World Trafalgar Plaza. Magat's preparations were under the care of Summers World's Trafalgar Plaza's multi-talented employees, entrepreneurs, and physical fitness gurus. The 23-year-old health and fitness enthusiast and professional Miss Bikini Philippines 2008 at the PICC in Pasay Boulevard, Pasay City. Summers World Trafalgar is located at SM's Grace Trafalgar Plaza Building, 4th floor in Ortigas Road, Bulacan. Tel. 639-1928 to 1930, Bikini City. To avail of the branch's free trial workout, diet and figure analysis, and spa treatment with Miss 19 to 22, interested applicants may contact Summers World Trafalgar at 09 4 0 0 38, 844-39 30, and 0908-1923347. Summers Women's World Trafalgar Plaza Beauty manager Glen Polio with Magat. The pageant is spearheaded by Summers World International. Miss Bikini Philippines 2008 is a nationwide pageant that promotes stunning, fitness, health, and beauty. The eventual winners will represent the country in her participation in international competitions like Miss Bikini International and Miss Bikini World pageants.

SAN MARINO CONSULATE OFFICE LAUNCHED

San Marino Honorary Consul-General Joard Ilevi (left) recently launched the San Marino Consulate Office in the Philippines simultaneously with a wine tasting event. It was attended by Philippine wine dealers, hoteliers, wine connoisseurs, and members of the diplomatic corps and media. The event showcased San Marino and its world-renowned wines. Shown with Joard Ilevi (center) and celebrated chef and ambassador Gino Bonzi-he having a taste of San Marino's wine.

Don't give in to bad eating habits; stick to your diet plan

IT'S BEEN WEEKS SINCE YOU STARTed dieting in short off those extra pounds. You're inside a man to become a better person and to get rid of unhealthy eating habits. You want to look better, feel better, and live longer. And you firmly believe that losing weight will help you achieve those goals.

Unfortunately, you haven't accomplished much yet. You were in the outset and you still see the same old you with the same overweight body. So what's holding you back? What's keeping you from effectively losing weight and maintaining whatever gains you've made? Dietitian Tina Sicha of the American Dietetic Association said that while many people sincerely want to lose weight, they sometimes unconsciously consume a lot of calories because of certain bad habits. This is enough to undermine's diet.

Just what exactly are these bad habits? Here's a quick roundup from Elizabeth Somer, author of "10 Habits That Mess Up a Woman's Diet", and Mister Weight Control Bread with High Fiber. This white bread is enriched with oat and vegetable fibers to help keep you feeling full without the calories. Mister Weight Control Bread is 98-percent fat free and has 80-percent less sodium to help you maintain a healthy weight. Combined with a sensible diet and exercise program, Mister High Fiber Weight Control Bread will help you to shape and help you avoid life-threatening diseases associated with obesity.

I'm hardly tired me! Violations of this theme are "I just get pressured and I need a treat!", "My son got an A in math so let's celebrate" or "My pet spider Reggie just grew 3 inches! Time for the feast!" Chalk meaning to everything and using that as an excuse to eat more can be meaningless to your health. Just we all deserve a treat once in a while but overindulging is an entirely different thing. Learn to differentiate between the two if you want to lose weight.

What's your excuse? "I'm not fat. I'm just too short for my weight", "I'm a busy person. I have no time to exercise", "I'll start dieting tomorrow as soon as the weather improves" or "I have a sluggish metabolism which is why I don't burn fat easily." You'll be surprised at the kind of silly excuses people can think of to postpone dieting or exercising. The fact is, the more you delay, the less likely you'll get into shape. To reach your ideal weight quickly and start losing better, don't put off for tomorrow what you can do today.

Eating without any good reasons. The little things in life do matter, especially when it comes to eating. So think twice before you put anything in your mouth. Tasting the spaghetti sauce while cooking, nothing your son's leftovers, or consuming that small piece of cake in the fridge is sure upset your even harmless but these all add up to even pounds that you don't need right now.

Picking other people first. We have a

diet plan but can't seem to stick to it. The reason? Your husband loves meat while your kids are crazy about hamburgers, hot dogs, and fries. So you might as well join the club, right? Wrong! If you really want to lose weight, stick to your diet plan and choose your meals carefully. You're not only helping yourself this way but your family will love you even more for preparing nutritious meals for them.

Let's stick to that! Many people believe that they'll lose weight if they eat less and drink more. True, drinking makes you feel and reduces your craving for food. But if you drink alcohol, soda, and sweetened juice all day, who are you kidding? All you'll get are more calories and more problems!

Providing the light for entertainment

By Michelle V Rosca

GIVEN THE TOUGH COMPETITION posed by Hollywood movies to the Philippine film industry, it is indispensable for local filmmakers to catch up with the technology used in making internationally acclaimed movies.

The use of modern technology, together with other factors like a good story line and acting, is an important element for creating high quality films.

Lightscape is engaged in the business of renting equipment for movies, pictures and other entertainment productions.

"Lightscape says to it that its clients are able to access high-tech cinematography equipment suitable for their production needs," says Steven Stayton, Lightscape managing director.

The company has an array of cameras, lighting and sound accessories that may be rented out for use in productions of films, concerts, stage operas, television commercials and music videos.

Stayton shares to the business that Lightscape has just imported the so-called "Red One digital cinema cameras," making itself the first rental company in the Philippines to be offering this high-technology equipment to clients.

He explains that with the use of digital cinema cameras, producers are no longer tied with the use of films.

Not only will this equipment make editing of movies and other videos easier, but will also substantially reduce production cost, Stayton says.

"Using Red One digital cinema cameras, which are imported from the United States, film production will become more economical. Some directors are too much film. With this camera, they can shoot all they want without consuming film," Stayton says.

He adds that with the use of digital cinema cameras, filmmakers can save substantial amounts P1 million and P2 million in production cost.

By using film cinema cameras, filmmakers take so much time scanning the negatives. Scanning is required for film editors to manipulate images if they are using film cinema cameras.

Stayton says scanning will no longer be needed for manipulating videos when one is using Red One digital cinema camera that is ultra high definition.

"Lightscape has been constantly updating the technology it makes available to clients," Stayton says. "We will continue to be serving the constantly changing needs of the entertainment industry."

Lightscape, whose clients include various broadcast and film production companies in the country, started operations in 2007. It has also serviced the equipment needs of MTV Asia, Nestasia photographic, and licensing fairs.

After over a decade of helping the local film industry in efforts to catch up with Hollywood film technology, Stayton says the company will continue to work hand in hand with the local film industry to make it at par with its counterparts in the international scene.

EERIEN Stayton, Lightscape managing director

Mobile entrepreneurs recognized

By Rina T. Chikiamco

"MOBILE TECHNOLOGY PROvides many opportunities, and especially in the Philippines," said William Hamilton-Whyte, general manager of Nokia Philippines, at the first ever Nokia Mobile Entrepreneur Awards.

And what an opportunity it was for grand prize winner Alvin Kingson Y. Tan of Technomindz Inc. Tan is one of the founders of Technomindz Inc., a provider of electronic self-phone loading, SMS solutions, database management, and web applications. He won P500,000 and a NOKIA E63 mobile phone.

"We heard of the contest via its site. The criteria fit our business because we developed a universal loading platform, and we use mobile technology a lot for marketing and operations. We are also going to expand to SMS customer care and electronic payment, so this is a great boost for us," Tan said. "And I am going to invest the prize money into the business."

First runner up was Eileen Kay, owner of Kayfa Digital Design Consultancy. Kay and his staff mostly telecommute while working on their virtual design needs of multinationals companies, local corporations and even individuals. The company uses mobile service to create its total business package, depending on mobile services such as text/photo, video messaging, Mobile Email, Radio Mobile, Mobile Internet, GPS/GPRS, Bluetooth, WAP, and Infrared.

WHYTE

"I've never believed in having an office, especially if you're creative. You can work anywhere!" said Kay. "The awards give us more opportunities to meet new entrepreneurs to be more mobile, who're great."

For the awards, Nokia partnered with the Philippine Center for Entrepreneurship. Hamilton-Whyte said that the first edition had a good reception, drawing entries from around 40 mobile entrepreneurs from various industries and businesses in the Philippines.

"We are happy with the first turnout and we are looking forward to the next ones. We are optimistic that the awards will gain more momentum in the coming years. Since the award recognizes entrepreneurs who are mobile technology in their business it was fitting that it should start here. Filipinos are among the most mobile, if not the most mobile, people in the world. Enroll your operations [and] among the most innovative in the world," said Hamilton-Whyte.

"And we have seen that if we can put the power of information and instant communication in the hands of people—consumers, businesses people, even farmers...it changes their lives for the better. Which is why we are happy to have this award here, and we believe it will encourage more mobile entrepreneurs."

The Nokia Mobile Entrepreneur Awards is open to all Filipino citizens with at least 18 years of age, who are entrepreneurs engaged in a thriving business for at least a year, have a business license and utilizes Nokia products or services and only as mobile services, and were able to show increase in revenues and have audited reports.

The award was based on the innovation employed and creativity in the use of mobile service in the business operations, the extent of the usage of mobile service in the business operations given the nature of the business, the impact of the usage of mobile service in the business revenues, and the quality of customer interaction and service.

Participants to the 2008 search were entrepreneurs from all over the Philippines, some as far as Baguio, Davao, and Dipolog with majority coming from such applications, graphic design, and marketing services.

DOH Launches Cervical Cancer Prevention Month

The Department of Health (DOH), with support from the Cancer Institute Foundation, Inc. (CIF), the Cervical Cancer Prevention Research Program (CECAP), and Merck Sharp & Dohme (MSD) Philippines, launched May as Cervical Cancer Prevention Month with the theme "Cervical Cancer: Alam Mo Ba?" Acts as the theme of this year's celebration. Each year, there are about 10,000 new cases of cervical cancer – 7,000 of which are diagnosed in advanced stages. Of these cases, every two minutes, a woman dies of cervical cancer. In the Philippines, according to the 2008 Philippine Census Facts and Estimates, 1,017 new cases and 1,007 deaths due to cervical cancer were estimated to have occurred. This meant that there were approximately 1,610 Filipino women dying each day due to cervical cancer. "This is mainly due to late detection and lack of awareness of the disease among Filipino women.

Cervical cancer is the second most common cancer among women, the first being breast cancer, and Cervical cancer is caused by the Human Papillomavirus (HPV) which is transmitted sexually. HPV is a type of virus that lives on the skin or mucous membranes which usually causes no symptoms and the invasive cancer may not develop for as long as 15 to 20 years after infection. About 8 out of 10 women can get infected with HPV in their lifetime.

Many women could be at risk for cervical cancer from those who had or as high risk sexual partners, had sex after their first menstruation, live or had multiple sexual partners, live or had exposure to sexually transmitted infection, had or had this infection in more, as a previous or current smoker, and had poor immunity and nutrition or for the disease.

Aspirant of the quality of cervical cancer, the Department of Health (DOH) is strengthening its campaign for women to undergo regular screening. It subscribes this one of health card month (MMH) as a campaign to highlight various preventive activities, and Cervical Prevention Research Program (CECAP), DOH will adopt the Single-Visit Approach (SVA) as a practical, accessible, and affordable option for cervical cancer prevention. SVA provides results immediately after APA and is distinct to treatment using cryotherapy. The use of safe and convenient cryosurgical devices powered by compressed gas and liquid nitrogen is also established as the gold standard for destruction of the lesions on the spot. An laboratory examination is required.

The Cervical Cancer Prevention and Control Program aims to eliminate cervical cancer by increasing awareness about the disease and its preventive measures among the first being breast cancer, and Cervical cancer is caused by the Human Papillomavirus (HPV) which is transmitted sexually. HPV is a type of virus that lives on the skin or mucous membranes which usually causes no symptoms and the invasive cancer may not develop for as long as 15 to 20 years after infection. About 8 out of 10 women can get infected with HPV in their lifetime.

Many women could be at risk for cervical cancer from those who had or as high risk sexual partners, had sex after their first menstruation, live or had multiple sexual partners, live or had exposure to sexually transmitted infection, had or had this infection in more, as a previous or current smoker, and had poor immunity and nutrition or for the disease.

Photo shows during the Bataan Mahalaga Ka cervical cancer advocacy launch are Angelita Bataal, DOH National Health Promotions director; Dr. Yolly Oliveros, DOH National Center for Disease Prevention and Control director; Dr. Eliezer Punsalan, DOH assistant secretary; Dr. Rathida Sampaco, Asia-Oceania Federation of Ob-Gynecology president; Dr. Sandra Linson, Makati Medical Center senior consultant; Dr. Augusto Manalo, Philippine General Hospital senior consultant; and Dr. Antonio Perez, OB president.

Foundation to help more students

THE CO AY TIAN SCHOLARSHIP FOUNdation commits to help more students finish their studies.

Managed and funded by Tomas Co Foundation, Inc. (TCFI), it endowed 187 students last year with scholarships and stipends, of which 47 graduated from public high schools. This year, 27 college students are on their second year.

TCFI president Anthony Co established the foundation in honor of his father Co Ay Tian.

Rising above the clutter ...

From page B3-1

ing communications mix is a no-brainer, but what stretches and tests the marketer's skill is the capability to sell the right brand story that will convince the consumer to try and sustain usage of the product or service. An appropriate, evocatively inventive and engaging advertising material must complement the right brand story.

Many advertisers are guilty of executing creative driven materials but lack the substance to sustain consumer interest in the brand. So unless advertising spots on TV stand out, often the brand's total level and market share ever really declines.

► Missed an adequate TV frequency load and complement with other media mix. Not all business owners have a horrendous pile of resources to sustain presence on TV but advertisers can work with media experts to develop a TV media plan that is just sufficiently adequate to create brand awareness, comprehension of the brand message and stir action to try the product or service. To execute media matrix, the brand advertiser can complement the TV media plan with public relations or other media buys in other media formats.

► Assess whether television is a primary or secondary media format for you. Many brand advertisers fall into the trap of making television their primary and only media format despite a highly restricted marketing communications budget. Don't forget to look at the advertising spending of the brand's category norm. And check the best option available.

► Develop a TV media plan linked to your target audience's motivations. Media experts today have the software and technology that enable brand marketers to customize their television media plan to the unique lifestyle, aspirations and motivations of one's target market. For example, global media agency Mediahorse Vibrant, done with local premises, capitalizes on a methodology hinging on eight motivations of consumers—uniqueness, vitality, conviviality, power, recognition, control, security and belonging. Phenomenon are skewed to programs whose driving influence is a single or multiple set of motivations. For example, consumer groups whose motivations is fun and laughter will enthusiastically driven by sponsoring and impulse are bound to perfectly match the profile of television programs like Bubble Gang.

Consumer arguments whose motivations is playing to win, success, power dressing, can be perfect TV audiences for Amazing Race and Pinoy Big Brother.

Cost-wise, television placement may seem prohibitive but what comprises effective TV marketing is the matter reach, efficiency and wise use of this media format.

For entrepreneurs and business owners, though, the challenge is the financial campaign to use this media format to claim brand's advantage.

More about building and sustaining brand awareness in the best-selling book, "Color Stickers in The Mind: A Branding Story" available in National Bookstore and Powerbooks. Feedback at www.kenmcmata.com or kbm@skyinet.net.

SEIKO Sportura. The motorsport specialist collection

Perhaps uniquely in the world, SEIKO Sportura is a collection that comprises only chronographs and it is dedicated to just one sport: motor racing. Thanks to SEIKO's unrivalled mastery of the technology of elapsed time measurement, Sportura can offer a wide range of chronographs, both quartz and Kinetic, each with different features and characteristics. While the Sportura collection, motor sports enthusiasts can find the functions that fit their individual needs, from a 1/1000th second analog quartz chronograph to a 12 hour Kinetic Chronograph.

For 2008, the choice of chronographs is widened yet further by the addition of an entirely new double-retrograde caliber and a delightful series of chronographs for women. And SEIKO is the sponsor of the Honda Racing F1 Team is established and is a new watch that proudly bears the team's livery and which will be worn by the team during the 2008 season.

SEIKO Sportura Double Retrograde Chronograph SPC219. Limited edition of 1,000 pieces worldwide. Silver dial with a unique double retrograde display.

An Innovative Automatic Chronograph Graces the 2008 Velatura Collection

At Baselworld 2007, SEIKO launched a new marine collection, Velatura, to great acclaim. Over the past year, Velatura has found favor among the world's sailing and marine communities with its distinctive design and its high functionality. The 2007 collection included two new calibers, the Yachting Timer and Kinetic Direct Drive.

For 2008, these are joined by a new Diver Chronograph and new design innovations in the collections for both men and women. In addition, the 2008 Velatura collection includes an important new automatic chronograph which is offered as a limited release special edition. In total, there are no less than 12 new timepieces in the 2008 Velatura collection, incorporating 5 calibers.

SEIKO Velatura Automatic Chronograph SNQ001. The new automatic chronograph Caliber 4R36 sets a new standard of easy-timing performance.

WINNING STORIES FROM SM's METRO MANILA MILLIONAIRES

In celebration of its 58th Anniversary, SM is giving away 58 million pesos to 58 lucky SM shoppers who are SM Advantage, SM Prestige, and BDO Rewards Cardholders. Since the promotions began last February, there has been one winner of P1 Million weekly in the electronic draws.

What does it take to be an SM Millionaire? Every P1,000 single receipt purchase until December 15, 2008 entitles SM Advantage, SM Prestige, and BDO Rewards Card Holders to join. Participating outlets include: SM Department Store, SM Supermarket, SM Hypermarket, Watsons, Our Home, Toy Kingdom, ACE Hardware, Kultura, Baby & Co., Surplice Shop, Sports Central, and SM Appliance Center.

Here are the millionaires. Corazon Pimentel, Randy Vibar, Marilou Cirio Cruz, Gregorio Alcantara, Jr., and Vicel Anicoche share with us their winning stories.

Corazon Pimentel's Heaven Sent Blessing

Corazon Pimentel, SM's first millionaire, says that her winning has been a blessing and she immediately uttered Mass after hearing the good news. This happened right after the operation of their child, and the prize came in handy to replenish what they spent from their savings. A long time SM Advantage Card holder, Corazon says that E has become a daily habit of hers to drop by the SM Supermarket in Fairview after going to the gym. As a full time housewife and devoted grandparents' mom, she personally buys her cooking ingredients at the fresh section of the supermarket. Overwhelmed by her blessings, Corazon says that she would like to donate a part of her prize to charity, some of it for the medication of her child, share a part with her relatives and friends, and place the remaining in her savings.

As a full time mom, Corazon Pimentel completes her recipe ingredients from SM Supermarket.

Randy Vibar crop-ik the rough the catch-in-boys at SM Supermarket in Mall of Asia.

Randy Vibar's Dream Come True

Randy Vibar, who works in BPO-IT services, never imagined that he would become a millionaire someday, and thought it was a dream come true when he was told he was one in SM's 58th anniversary draw. A SM Hypermarket regular, Randy keeps fit and healthy by buying salads, fruits, and dairy products at the fresh section. "I could spend a whole day at SM without worrying what to do," he says. Apart from shopping, he also dines out with friends at the Mall of Asia. Randy says that he is planning to buy a car, treat his family to Hong Kong Disneyland, and acquire a business. Besides from his one million peso prize.

Marilou Cirio Cruz's Mega Win

Marilou Cirio Cruz, a sales and marketing officer, is an SM Mega mall regular who says that her SM Advantage Card has brought her good fortune and made her SM's third millionaire. SM has become one-stop for the past 25 years - shopping for clothes for herself and her family at the department store, bonding with her best friend at the mall, and joining exciting promotions. Marilou has yet to decide what to do with her mega win, but she says this will basically go to the renovation of her parents' home in Pasay City.

Marilou Cirio Cruz is an avid shopper of cultured toys at the Ladies' Wear of SM Department Store in Megamall.

Gregorio Fernando Alcantara, Jr.'s Provident Rewards

Mr. Gregorio Fernando Alcantara, Jr. is one of the most valued customers at the Homeworld section of the SM Southmall Department Store. As Chairman of the Board and President of Provident Plans International Corporation, he regularly buys appliances and kitchen ware, which he gives to his business partners and clients. Here, there three times a week because of the staff's good customer and public relations. He feels at home whenever he is there because of the special service he gets from the personnel. Just has he has been rewarding his staff with incentives, winning has been his reward from SM, the price of which is. Alcantara says he will put into his savings.

Vicel Anicoche's Lucky Streak

Vicel Anicoche says that shopping for clothes and housewares at SM City North EDSA completes her week. Although she has a hectic schedule as a medical intern, she always finds time to shop at SM and is often seen near her SM Advantage Card. She also dills out at the mall by watching movies and dining out with friends. While she has been lucky in promotions in the past, she never thought that she would win one million pesos. Disbelief, however, has quickly turned to joy, not only for her but also her family. Vicel says that she plans to share part of her prize with her parents, and the rest will go to her savings.

Like Corazon, Randy, Marilou, Mr. Alcantara, and Vicel, you too could be one of SM's fifty millionaires! Every P1,000 single receipt purchase at participating outlets entitles SM Advantage, SM Prestige, and BDO Rewards Cardholders to join. The promotion, which is in line with SM's 58th anniversary, is ongoing at all SM Department Stores, SM Supermarkets, SM Hypermarkets, and SM retail stores.

Vicel Anicoche loves dressing up with clothes from the Ladies' Wear section in SM City North EDSA.

Mr. Alcantara drops by the Men's Wear section every time he goes to SM Southmall.

LIFESTYLE
Editor Thelma Sioson San Juan

SUMMER GOLF EXPO
U.S.

CHANEL
metallic
purple caviar

What women desire; guys, at least know what you may have to pay for

GOYARD
St. Louis PM

'It' bags of 2008

By Ingrid Cinco-Go
Contributor

THE CHLOÉ PADDINGTON, Balenciaga Motorcycle, Fendi Spy, Chanel 2.55 Reissue. A few years ago, these were the de-rigueur "it" bags, the ones that gave birth to the almost unprecedented waiting lists to purchase one, and the ones that also spawned a few thousand fakes.

Since then, Chloé has flooded the bag market with so many Paddington bags which made consumers almost despise the bag—the oversupply of the bag as well as its heavyweight "tilted" it for many bag lovers.

Fendi "did" a Chloé with the Spy overemphasis, and even took it a few steps further by experimenting with different (bordering on exotic) materials like rabbit fur, denim, sequins. People much to the classic leather version at the end of the day, and almost abhorred the presence of the Spy monsters.

The Balenciaga Motorcycle bag has since graduated to become a modern classic and is still very desirable with its retro bright-colored versions.

And what of Chanel bags? Well, "Chanel is Chanel" is what you'd hear from the brand's loyal fans who happen to be the younger bag-loving set these days.

The latest designer names that stayed on the lips of bag bags are Prada, Chanel, Goyard, Hermes and perennial favorites, Louis Vuitton.

Prada Fairy Bag. This dress-shirt bag is a piece of mobile art, featuring artistic paintings of fairies in jewel and earth tones. A recent trip to Paris and Rome cemented this bag's position as a "runaway"—it was sold out in the Prada boutiques! The best-selling style is a top-handled rectangular zip top that opens right down to its sides for easy accessibility.

Chanel 2.55 Metallic Reissue. Chanel's recipe for success in its classic bag is to create a few more variations in leathers and colors for the 2.55 reissue. The richness has gone from distressed leather, to metallic leather, then patent leather, from "distressed" quilts to "wearable" quilts, and the latest, to "pyramid peanut" quilts. Chanel even updated the bags, making them more functional and wearable now than ever.

Goyard St. Louis PM Tote. Evidence of this bag's popularity? The brand is not even officially available in the Philippines, but there are already countless people toting this bag proudly. A few years ago, the fabric was so hard-to-find that it was rumored that Goyard was discontinuing the bag, but it's back in full force. Its hand-painted chevron patterned monograms, custom hand-painting of colored stripes of your choice and your initials, its light-as-a-feather weight, and its coated canvas which makes the bag water-proof and very easy to clean.

Hermes Birkin. In the most recent months, these has been continued clamor for this bag especially with its Spring/Summery colors (Japanese lilac, canary yellow), and despite its hefty price tag. There are nearly 200 Birkins belonging to the bag population in the city of Manila alone.

Why? Its quality is excellent, with hand-stitched details and the absence of imperfection on the leathers used for the bags. "You plus the Birkin has undoubtedly exuded the impression that the wearer can afford luxury. It is a status symbol.

Louis Vuitton Aquarelle Speedy. This is one of 2008's most anticipated bags, a product of the collaboration between artist Richard Prince and Marc Jacobs for Louis Vuitton. The Aquarelle "watercolor" Speedy is a modified style of the classic doctor's bag, the Speedy, with a striking red accents (trims and lining (wrist-under shirt) handles. The more "affordable" version of the watercolor Speedy is also coming out the same time, with handles made of natural cachuva (cowhide leather).

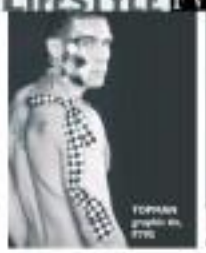
LOUIS Vuitton
Aquarelle Speedy

HERMES Lagoon Birkin

PRADA fairy bag

KAMEN printed scarf, P1,500, from Anthology

HITTM watch, P5,950


FOSSIL graphic tie, P795

POLAROID sunglasses, P1,995

Must-haves
Sunglasses
POLAROID aviators, P1,995

Neckties
ZEGNA striped tie, P5,500

Watches
DUNHILL watch from Rustan's

Leather belt
RANDY Orta lion ignore belt, P1,895, from Myrik

Scarf
ZARA purple scarf, P1,950

Have no fear—accessorize!

STYLISH ACCESSORIES not only add flair to any ensemble, they also help you define the look you want. Here's the scoop on accessories: Accessories are your means to express your look and individuality. They create your style up-front.

A graphic print tie can modernize a generic three-piece suit, while a striped navy scarf dresses the suit up even more conventional look. A colored snakeskin belt can make a plain T-shirt and jeans look edgy while a gangsta belt adds proper appeal.

In choosing accessories, pick pieces that will suit your personality and lifestyle. If you are the traditional type who works in a conservative corporate environment, go for classic styles such as a neat-as-a-new leather watch, a minimal or a basic striped tie. If you are adventurous and more in touch creative circles, opt for sporty wristwatches or casual yet fashionable scarves.

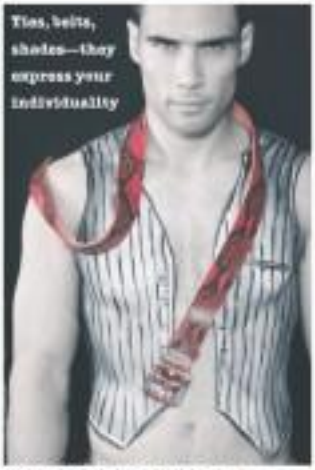
Have a sense of proportion; always consider your height and build. A wide tie can dwarf a slight frame while a slim tie can make a hefty person look even fatter, for example.

Internet Fashion has these must-have accessories for the conventional man and the non-conformist:

- Belts are a great way to pull the look together. Invest in a classic leather belt with an understated metal buckle for dressier events. To create different, more casual looks, try belts with canvas straps or textures. Snakeskin and grosgrain are fashionable options.
- Generally, men's scarves are reserved for purely utilitarian purposes—to keep you warm and comfy. They're now a fashion statement. When in doubt, go for cashmere in off-beat hues. Here, a printed cotton scarf adds oomph to any basic T-shirt.
- Men's ties are an effective way to add personality to any generic suit or white button-down. Go for dark, solid ones for more somber or formal occasions, and traditional striped ones for work. If it suits your style, try out more playful versions like colorful graphic prints. Please, no cartoon characters ties in the workplace, or any place for the matter!
- Sunglasses are essential accessories, too. Wire-rimmed ones are more formal and elegant while plastic ones are more casual. Choose a style to suit your face shape and size. Generally, round or oval-shaped glasses are best for those with square-shaped faces while square-shaped lenses suit those with oval or round faces.
- A classic leather watch is something every man must have. It matches any outfit and can be worn on different occasions. However, it's also fun to try more unusual, slightly edgy styles for more dressed-down days.

E-mail the author at style.inq@inquirer.com.ph

Photography Dax Hutton Pooja
Styling Mike Carreon • Bianca Valerio
mc_bravehouse@yahoo.com
Body paint Laura Pascual for Make Up Forever
Model John Hall



RANDY Orta red snakeskin belt, P1,895, from Myrik

APPLES' PICKINGS

Apples Aberin-Sadhwani

FASHION FLASH FASHION FLASH FASHION FLASH FASHION FLASH FASHION FL

A watch made for your iPod

TIMEX BLUETOOTH ICONNECT FOR IPOD is a ground-breaking timepiece made for runners and music lovers. It features a wireless connection to the iPod that allows users to control the iPod's primary functions such as playing and pausing songs, tracking forward and back and adjusting the volume.

To activate the Ironman iControl, simply search the receiver to the iPod and see the inside-the watch buttons. The receiver can pick up transmissions from up to 30 feet away from the iPod unit. The Ironman iControl's watch has the largest buttons for easy iPod controls as the iPod resists lush mode. This function lets you change songs without breaking the pace as you run around the track.

ACTRESS Angel Locsin wears the new Timex Ironman iControl for iPod

With the Ironman iControl, monitor your running performance with the training log, which stores a comprehensive record of your earned workout. The multi-mode timer and run interval timers are designed for speed and endurance training. In the evening, continue to improve your running prowess with the Ironman iControl's bright night light and night mode feature.

The Ironman iControl also has a three time-zone feature, allowing busy and frequent travelers to easily switch from one time zone to another. Even swimmers can wear the innovative timepiece while taking a dip, since it is water-resistant for up to 330 meters.

The Timex Ironman Control for iPod is available in green, pink, gray and black colors to match your iPod.

In the Philippines, Timex is distributed by Omnimodo International Corporation. The Timex Ironman Control for iPod is available at selected Timex shops and kiosks, Watch republic shops, and Mobile 1 (tel. 897-5054) branches: Rustan's-Alabang Town Center, Parkmalls, Podium, Rockwell and Ayala Center Cebu.

IRONMAN iControl comes in pink, green, black and gray

Nestlé Club Holds Cooking Demo for SM Advantage Members

Chef Imelda Go prepares the ingredients of her Penne Cielo with Nestlé Mango Ice Cream Cielo (shown at right)

The Nestlé Club, in partnership with the SM Advantage Loyalty Program, recently conducted an invitational cooking demonstration on summer desserts at the Julia Maggi Kitchen (JMK) at the Nestlé Center in Finkenwalt. This highlights Nestlé Club's aim to enrich people's well-being and lifestyle by imparting practical tips on food, health, parenting and household management.

Imelda Go, general manager of Chef's Nook, a specialty store retailing baking and cooking supplies, shared her culinary expertise with SM Advantage members who attended the event.

The very eager participants were taught easy-to-prepare refreshing desserts like Baked Alaska, Banana Milkshake, Tiramisu, Mango Charlotte, English Trifle, and Panna Cotta with Nestlé Mango Ice Cream Cielo which they were able to partake of at the end of the class.

The culinary experience continues, as the Nestlé Club and SM Advantage are up for another to-watch-out-for cooking event on Saturday, May 31, 2:00 pm at the JMK. Before invite and date get to see in classes resume, they will learn delightful and nutritious recipes on school snacks that will surely spell out the difference in their kids' everyday bites.

The cooking demo on May 31, 2008 is an SM Advantage exclusive. For slot reservations, please call the SM Advantage Hotline at (02) 830-0888.

SM Advantage members enjoy their luncheon with instructor Nestlé Club guest chef Imelda Go, as they prepare for the completion of their summer dessert class.

Fashion school offers scholarships

LAUNCH YOUR CAREER IN FASHION THROUGH THE school of fashion and the arts (which also happens to be the exclusive fashion school partner of Project Runway Philippines). This June, the school offers new classes and 50 scholarship grants.

The Style Scholarship Program aims to allow talented Filipinos from around the country to hone their creative skills in the best possible creative learning environment.

This year, Style will be awarding two scholarships: a one-year Fashion Design Diploma and a one-year Fashion Marketing Diploma. Scholars will get the following benefits: free tuition, books and materials, and free classes! Hell, the chance to create such a dynamic fashion collection that will have you swapping a showcase outfit for graduation and job placement by the school.

Interested to apply? Here are the requirements:

- Filipino citizen
- At least 16 years old
- Completed application form
- Personal statement (guide questions to be provided)
- Diploma or transcript of records from the highest educational attainment

2008 founder Amina Arjani-Alonso conducts the Bag Production class.

Take interview and recommendation with current fashion professionals from the fashion industry (application only).

The School of Fashion and the Arts offers the following programs:

Professional programs

- Two-year Fashion Design and Marketing Associate Degree • One-year Fashion Design Diploma • One-year Fashion Marketing Diploma

Certificate programs (six months)

- Fashion Design • Clothing Technology • Fashion Merchandising

Short courses

- Bag Production • Fashion Photography • Fashion styling • Make-up Techniques • Fashion Illustration • Shoe manufacturing • Clothing Construction • Basic Draping • Fashion Draping • Fashion Brand Management • Fashion Trend • Textile and Fashion Accessorizing • Basic Pattern Making

Call (+632) 687-0888 or visit 3/F Pioneer Center, Pioneer St., Mandaluyong City. Visit www.schoolofstyle.com or www.schoolofstyle.com.ph/blog.

CLASSES at School of Fashion and the Arts

1940's Hollywood in the bag

COMPLETE your outfit with a cotton candy-pink (left) or calming gl tote from warren leather handbag.

IMAGINE A GRAND HOTEL LOBBY IN the 40s. The starters, elegance and sophistication of the world's most glamorous women such as Greta Garbo and Marlene Dietrich. The female jet-lall 2008 collection thrives on a modern Main Hart.

The collection plays with geometric shapes and textures colors. From day wear to cocktail, the cuts of the shoulders and sleeves emphasize the great tailoring of the house. The silhouettes feature on new proportions a boxy jacket with pleated signature pants, tulle coats and shorter day dresses, small fitted jackets with mid-calfed A-line skirts. The house bottom trimmings bring a new accent to the collection.

Strong knit coats, tops and dresses are also must-haves for the season. Great items such as leather jackets, light furs, embroidered jackets and dresses, all provide the finishing touches.

The '40s glamour of Hollywood's MGM Film Studios inspired the collection's evening selection. Colors are not to be forgotten, but black remains the strongest statement of a glamorous night.

Visit Escada at the 3rd level of Shangri-La Plaza Mall in Mandaluyong City.

Associate Degree in Fashion Design and Fashion Marketing
Diploma in Fashion Design
Diploma in Fashion Marketing
Certificate Programs
Short Courses
Workshops
school fashion arts
JUNE 2008 ENROLLMENT ONGOING

DERK Rivera and Aubrey Bautista

JDV Bryant

ALICE Braga

'Ballywood' craze

FROM CASUAL DAY OUTINGS TO HOME and red carpet events, Hollywood celebrities don their favorite Bally accessories and clothes.

Bally's design for its spring summer '08 shoe collection is driven by the beauty of natural materials of rich calf in various finishes with sand or natural color python or patent and suede.

Details are equally important with gold hardware, natural rope straps, tinted exposed heels and gold studded rear insoles.

The Bally Bottle sandal makes the perfect fashion statement when a star like Angelina Ebrahimi steps her sexy at the Telfona Pesi Family Fun after party.

Jay Penney and Jared Moore complete a fashionable outfit with the Bal'ly'ster clutch.

Beyoncé was spotted donning her gold sand clutch at the W Magazine/LACMA Inaugural Avant-Garde Gala in Los Angeles.

Moore showed off her Bally Area clutch with a sexy gray shift dress at the after party for "Saturday Night Live" in New York City.

Another Hollywood actress, Alice Braga, who always goes for simple and sophisticated outfits, was spotted with Bally holiday clutch at her recent premiere, "Bed Bell," during the Telfona Film Festival. Kate Bosworth, sweet-white, was a sight of natural elegance while out in the streets of New York in her Bally floral sheer dress.

Bally is exclusively distributed by Steam Specialties, Inc. and is located at Greenbelt 5, Ayala's Makati, The Power Plant Mall, and Shangri-La Plaza Mall.

KATE Bosworth

ANGELICA Rubio

BALLY Bar'ster Mono

Teaching (cool) kids an inconvenient truth

By Cathrine Tiong
Contributor

GLACIERS ARE MELTING at an alarming rate. Carbon dioxide emission is at the highest it has ever been in centuries. Global warming has become the most dangerous threat to mankind.

Getting young children to digest this type of information and practice good environmental habits in their daily lives is a task that may seem an enormous or boring global warming itself. One company is trying to make that responsibility easier.

Cool Kids is a new brand that is trying to make the Filipino child care for Mother Earth. It is a character brand with collections in the form of affordable plastic and plush products—toys, bags, shoes, accessories, apparel and gift items. Protégé character brands may enumerate the child's duties for fantasy and make believe, but Cool Kids espouses to instill good environmental habits in the child.

Cool Kids is embodied by Coco and Kimmy and their friends:

The Whimsies fairies Pixie, Dazzle and Giggles who advocate reforestation;

Her Royal Highness Draconess who advocates beauty and cleanliness;

The Dazzling Princess who teaches kids to avoid wastage;

The Girls Club that promotes recycling, reusing and reducing wastes;

The Space Voyagers who fight alien beings who want to exploit Mother Earth's natural resources;

Robococo, whose enemies are those who wastefully exploit electricity and other forms of energy;

Slogaboo, who saves mankind from the greed of humanity aiming to profit at the expense of the environment;

Speedy, the car who advocates against smoke belching and promotes clean air;

Fluffy Friends, animals of land and sea who join Coco and Kimmy in their journeys to help save Mother Earth.

At the helm of this organization is Stu Darsyanni, president and CEO of Fantastic International Inc., which owns the Cool Rich brand. Decades of experience in the business plus a very warm personality make Darsyanni a businessman with a lot of heart. He related the story of how he was inspired to venture Cool Kids. When he and his family traveled to Manila, his children asked why the glaciers were melting. As a father, he felt that he had to do something to help effectively preserve the planet for future generations.

To provide accurate environmental information to consumers, Cool Kids entered into a three-year licensing agreement with World Wide Fund for Nature (also known as World Wildlife Fund in the US and in Canada), the world's largest conservation organization with more than five million supporters and a global reach in more than 100 countries. Signed by Darsyanni and WWF-Philippines president and CEO David Melber on April 23, aboard a Metrostar ferry, the agreement aims to raise awareness among Filipino children of our natural surroundings and the challenges that face humans in caring for the planet.

WWF-Philippines' mission is to stop and eventually reverse the accelerating degradation of the country's environment. Melber agrees we should "start with the children" in instilling key environmentally beneficial habits. He served as the executive vice president and COO of the Philippine Daily Inquirer prior to joining the ranks of WWF-Philippines.

With the sheer amount of issues children may have for serious topics such as global warming, recycling and deforestation, Cool Kids and WWF are aiming to resolve this through synergistically placed information and stylishly designed merchandise that they can use every day. In addition, Pointer International also has a series of children's books on the adventures of Coco and Kimmy to save Planet Earth from environmental degradation with the help of their friends. Written by Betty Ann ("M Story of my Color Gang," "Ang Batang Ayaw Maligo") and illustrated by Gigo Bernabe ("Hello, Gods!," "Sa Isa Man sa Iba a Teacher"), who are renowned for their work on children's books, the Cool Rich books will teach kids how to reuse, recycle and reduce wasteful consumption.

Darsyanni added that they are also looking into making products with unattainable materials in the future, which is currently not possible because of the cost.

It was a particularly memorable time for the Darsyannis, whose daughter Monique was celebrating her ninth birthday the day after the launch, and for Ron's wife, Angie, who was due to give birth to another girl in a couple of weeks.

The Darsyannis' reverence for the environment is manifested in their daily lives as well. Everyone is vegetarian, a fact that I am much relieved as because I am, too.

E-mail the author at cathy_young@yahoo.com

COOL Kids' collection

REX Daryanni, Fantastic International Inc. president and CEO, and David O. Melber, WWF-Philippines president and CEO

Want your child to make caring for the planet a habit? Cool Kids and WWF-Philippines are trying to do just that

P3.75 ONLY PER MINIPRINT*

Your 4-in-1 4R print gets you four 2"x3" miniprints at P3.75 each.

- KODAK EXTRALIFE Lamination
- Stain resistant
- Waterproof
- Fingerprint proof
- Lasts a lifetime

Kodak Picture Kiosk

Casual, comfortable, sporty

COLE HAAN'S NEW COLLECTION OF men's casual shoes spell a lifestyle of leisure, comfort and luxury.

Casual moccasins and penny loafers continue to be the favorite among the crop.

Sleek oxfords, strapped slip-ons and sporty lace-ups come with innovative rubber soles. Trendy but flexible, they can be worn with corduroy, cargo pants, khakis, tassel slacks or jeans for everyday activities.

Step out into the sun in Cole Haan's boat shoes, or one of the canvas strap sandals and sporty slides.

The colors may be neutral but the styles are definitely big in luxury and style—combined cushion, soft suede, rich grain leather, soft leather, and genuine crocodile. They look good with jeans, khakis, polo shirts, and even light suits and sports coats for that night-out-in look.

AIR COURT Wing Tip

AIR Infinity Slide

AIR Infinity Oxford

Cole Haan illustrates its commitment to timeless style and innovation, with a sporty but luxurious spin as it uses Nike Air technology in the heels and heel footbed to provide ultimate comfort for active men.

Cole Haan boutiques are located at Rockwell Power Plant Mall, Glorietta 4 and Greenbelt 5 in Makati.

adidas and NIKE
CLEARANCE SALE
UP TO 70% OFF on selected items
MAY 23, 24, 25
MEGATRADE HALL 2
*DOUBLE your points on a minimum P1,000 purchases.
SPORTS CONNECTION
MEGAMALL
50

LIFESTYLE
Editor Thelma Sioson San Juan
Contributing Editor Nia Francisco-Prieto

GODIVA
minus the diva price tag

the quality you deserve, the price you want
Diamond Peel ₱700
Warts Removal ₱700
Sclerotherapy ₱1,500
IV Glutathione ₱15,000
Until June 1, 2008
GODIVA Skin Station

KITCHEN REMEDIES

BEAUTY

MY GRANDMOTHER seems to think she can answer (or do almost anything, from whitening to rejuvenating and deodorizing.

She says that rubbing calamansi on dark elbows will whiten them. And not only will it deodorize the underarms, but also whiten it. My grandmother has the softest hands I know, thanks to this small tangy green fruit.

This is when I realized the kitchen is actually a goldmine of beauty products. In fact, I credit olive oil for my lack of stretch marks after pregnancy. After hashing, I resolved religiously rub olive oil all over my belly and buns...and I'm very happy with the results.

Not surprisingly, when I asked my friends if they used anything from the kitchen on their skin, they shared their own beauty secrets. Here they are.

KITCHEN

KNOCKOUT!

Nia Francisco-Prieto

I credit olive oil for my lack of stretch marks after pregnancy

GOOD news: Hair dos radiant and gorgeous is achievable!

Get PICTURE PERFECT hair

Four all-time tress tips

NEW YORK—If spectacular TV-commercial hair achievable in real life?

"If you're looking for that shiny, sexy hair color you see on print ads, the answer is yes," says Oliver Sarabia, an advertising or director at the Redken offices in New York City. Redken is a subsidiary of the Global Group. "But it's the Mariah, Salma or Halle effect you're after, we're honestly, no."

Sarabia explains that the fabulous advertising results in commercials are usually current in post-image, rather than darkroom tricks.

"You look into those ads for inspiration. You see a photo of a woman with great hair, looking youthful and ready to conquer the world—that's what we try to create at Redken," he says.

He have does one go from curl to curl like? Here are four all-time tress tips:

1. Find the right shampoo. Everyone has a different hair type—dry, oily, straight, coarse, undone or, "The first step to your hair is to get the formula that is right for you," says Sarabia. He suggests going to a salon pro if you can't pinpoint what category your tresses falls under.

Mariel Chua, Beauty in the Big Apple

2. Create shine. At shows, high-wire shoots is usually achieved by means of chemical glossing treatments and strategic strobe lighting. Outside the controlled environment of a personal, sun-free remote and heavy on conditioners can make hair look polished. "The new gloss treatments on sale and no longer feel oily or greasy," notes Sarabia.

3. Enhance texture. Plenty of prep work goes into styling locks may before the cameras start rolling. In your own bathroom, after a few minutes to applying Chemical processing or volumizing mousse, or smoothing milk or waxed-based formula before blow-drying. This should help achieve the results.

4. Choose great color. "The best way a normal person can achieve 'IT look' is to get professional advice," says Sarabia. Certified colorists are trained to spot the most flattering tint for your crown, thereby making the salon splurge worth it. "If you can't (afford to) go every month, at least go for the subtler. Let a pro assess your crown to the right dimension from the best shade, down to the proper products to use."

Mariel Chua is the former beauty editor of Cosmopolitan, Seventeen, and Elle Philippines. She is now based in New York City. Visit MyMariel.wordpress.com.

Photos courtesy of Redken. For product information, visit Redken.com.

GET photo-perfect tresses.

Stay fresh-faced after an all-nighter

Drink a big glass of water the night before to reduce puffiness

STAY fresh dos morning after.

SLEEP PLAYS A MAJOR ROLE in our lives. It affects the way we look, feel and performs on a daily basis.

But there are days when our schedules get us hectic that we barely have time to sleep. The result: Dark circles, puffy eyes, blotched face, pasty skin—it enough to send us running to our fitting bit, hoping to find an instant fix.

Although piling on makeup may seem like the obvious solution, there are other ways to undo the ravages of staying up all night.

Kelly Hisa, Pride of the trade

Hydrate. Little or no sleep raises the chances of waking up to a bloated face. Water retention is the culprit, and is caused by stored sodium levels. Drinking a big glass of water the night before will help counter the effects and reduce puffiness.

Try tea bag therapy. The caffeine in tea helps shrink blood vessels and reduces swelling. It is essential for diminishing dark circles and de-puffing eyes. Dip brewed tea bags in milk and store them in the refrigerator overnight; then use them on your eyes in the morning. Milk has been known to brighten the whites in the eyes and alleviate puffy eyes.

Use ice-cold water. Wake up the face with a splash of ice-cold water, then apply moisturizer while the skin is still damp. The icy water will minimize bloating and the moisturizer will leave the skin looking refreshed.

Go for the primer. Reduce swelling and diminish dark circles by curving up a potato into thin slices and placing them under each eye. Potatoes have starch that's been proven to tighten skin.

From runway to real life

WHAT BETTER WAY TO GET interesting ideas about makeup than from the latest runway shows.

Backstage at the GBG Bersama Fashion public launch, I interviewed and observed makeup artists as they did their magic. Their template: 1990s pin-up girl with a modern twist—heavy liner and luscious red lips.

I spoke to Ali de Leon, senior make-up artist for the Bumrah Republic. Fashion Show and VP of the Bhaka Eyelash.

"For this show, the clothes were very sensory, from detail to design. The makeup had the same translation. The look was as if the sun was shining on the face—very dewy makeup (sunshine, just as we are very nude make-up on the eyes. The back was very sexy-going, as simple as a high ponytail, nicely swept away from the face. The eyes had smoked-out yellowish shimmer topped with a luxe beige eye shadow to make natural eyes such the eye shadow me is. Brown mascara was used to define lashes, because to give a more natural finish while giving definition for a bright-eyed look. Brown/taupe blush was applied on the hollow of the cheeks to create shadow to contours. For this sensory look, focus was given to the lips. The nudish tones and no-stage lipstick."

Now, before you copy this runway look, keep in mind that you should look like you didn't try too hard. You don't want to end up looking more cheetah than glam.

Isabel Rocas, Anthropic Boo

Finish, young, dewy skin is essential in this look. Use concealer only where absolutely necessary, letting the texture of skin naturally shine. A light dusting of loose powder will keep your forehead from looking shiny under the light.

The eyes are deceptively simple. Use a soft brown pencil to highlight the crease, helping to define the eye without leaving that color visible when your eyes are open. Coat your eyelashes with brown mascara, but lightly, so that you see long lashes, not a blob of mascara.

Make your cheeks glow with a little cheek tint—just on the apples. You can even add color by brushing red lipstick into it. Remember—"dewy," so no powder blush.

For lips, dab a brilliant color on the inside of the lip, moving outward. And don't forget your number one beauty product: sunscreen!

To get in touch with The Makeup Forum, contact Al at 0917-8920689.

To get this look, you should look like you didn't try too hard

LOOK like a supermodel.

Protect your skin from the sun

Name: Antonette Sison
Age: 19
Occupation: Student
Question: Your skin is quite fair. How do you protect it from the sun?
Answer: I use an SPF 30 sun block applied evenly all over to protect my skin for a day at the beach. I also limit my time in the sun without actively seeking a tan. This enough of sunblock seems to be effective all day for me, although it's best to reapply as instructed by the product, or be safe.

Halle Berry, Get about town

Another good way to protect yourself from the sun is to make sure you create up with a good pair of sunglasses, and wear long sleeves and a hat.

Sleeping in the shade also decreases your sun exposure, though it's still possible to get burned. So always apply a layer of sun block before heading out.

Samantha Sison

POST-SUN PAMPERING

By Irene C. Perez

SUNSCREEN GONE AND TOO much sun exposure translates to dull, dry, scaly skin.

Interpreting, haven The tips of lines selected in this pandemic courtesy of French brands Phytomer and Decleor. You can have these treatments done in easy resorts like private villas or the spa's newest branch in Southside High Street.

Suffering from bloating and skin from too much salinity? Try out the Phytomer Sea Soothing Facial (P2,700), a 75-minute healing treatment for sensitive skin that uses natural green algae extract in conjunction with cooling skin. Marine mud is applied on the spine to soothe sore muscles and release toxins.

Then there's Phytomer Marine Youth Facial (P2,700) that exercises texture, firmness and radiance to aging skin. Great for those with wrinkles and fine lines caused by sun exposure. The 75-minute process includes marine mud application on your spine.

While Phytomer goes for the classical and organic approach to correct your complexion, Decleor uses aromatherapy and essential oils to give you ultimate pampering.

After several beach trips, have a 60-minute Decleor Vitamin C Radiance Facial (P3,300) to clear your skin tone. It uses pure vitamin C mask and nutritional Vitamin C serum to lighten dark spots and give radiance and luminosity to "burnt" skin. Perfect for those with uneven tan!

Finished, detail our skin has its remedy in Decleor Floral Nourishing Facial (P2,300), a rehydrating treatment that uses a 100 percent natural powder made of flowers, wheat germ and sunflower. It infuses skin with vitamins and hydrates individuals. The result: supple, moisturized post-sun skin after only

Time to give your overheated skin a break

60 minutes.

And for the ultimate treat, nourish your body with the Phytomer Detox Body Wrap (P2,400), a 90-minute detox therapy that uses mud. It lets you up all over. It starts off with exfoliation followed by a seaweed mask, wrap, Jacuzzi bath and shower.

A light massage with Phytomer serum and lotion caps this relaxing treatment. And, oh, make sure you have no allergies to iodine or seaweed, before you indulge in this one. Some people may find the odor too strong, but that's only because our fragrance is addicted to the ocean.

Visit www.thespa.com.ph

'Who's Who' timepieces

Alessi watches carry the names of some of the world's most prominent designers

ARC Collection by Hani Rashid, P12,950

THOSE WITH A PENCHANT for arts and design know Alessi as the premium Italian label for home and kitchenware. For generations, the brand has produced beautiful works of art out of everyday items—housewares, furniture and jewelry.

Today, pleasure now is an idea Alessi has moved out of the kitchen and into the wardrobe. Make that the wrist, to-coordinate.

Alessi watches were recently launched in Manila, emulating that well-known innovative design and quality in its beautiful timepieces.

Many in the art world refer to Alessi as "The Dream Factory." It has achieved that distinction by forging partnerships with the veritable "Who's Who" of the global design and art world, such as Alda Bouli, Piero Lissoni and Ettore Sottsass, to name a few.

Keeping up with that Alessi tradition, the watch collection were designed by some of the most prominent designers in the world today.

The Callisto Collection, created by famed graphic artist and interior designer Stefano Giovanni, combines leather bands and aluminum cases in various colors, with a uniquely shaped strap as a key element.

Karim Rashid, whose international renown covers designs in products, interiors, fashion, furniture, lighting and art, has likewise collaborated with Alessi to the Raj Collection. This series features casual and simple unisex watches that use a one-piece polyurethane case or strap, and is water resistant up to 30 meters.

The Arc Collection was created by British-Egyptian architect Hani Rashid, while the Record Collection is the creative offspring of minimalist interior designer Achille Castiglioni. The collection boasts of watches made of stainless steel, which can be removed entirely from the band or strap. This Alessi series is available with a leather band or with replaceable color bands.

Other collections in its launched are the "Look No Hands" line by artist and architect Jose Asad and the "On Time" series by Jorge Pensi.

E-mail the author at jbalsan@inquirer.com.ph

Alessi watches are exclusively available at MOTIM Watch Hub, Selected SoCuCine MoreA Store, Alessi Boutique and Rustan's.

CALLISTO Collection by Stefano Pirovano, P6,950

Photography: Tan Siguenza
Product styling: Jenni Siguenza

RECORD Collection by Achille Castiglioni, P4,750

CALLISTO Collection by Stefano Pirovano, P6,350

Jenni J. Eppersen

How to take care of your watch

- Watch your watch carefully. When dropped onto a hard surface, the movement can be damaged, leading to costly repairs that are not likely to be covered by the manufacturer's warranty.
- Store in a safe, dry, dust-free place with a steady temperature. Wrap in acid-free paper and keep it in a strong metal or plastic box.
- Have mechanical or self-winding watches serviced every 3-5 years. For quartz watches, change the battery every one or two years. Replace gasket as well, for protection from water.
- Check for metal resistance once a year to ensure optimum performance. Resistance can increase due to the deterioration of gaskets, o-rings, crowns and pushers from dust and sweat encountered daily.
- Take note that most manufacturers of mechanical watches discourage playing golf while you're wearing a mechanical watch, as the jolt that occurs when the club head hits a golf ball can damage the watch. Get a less expensive "knock-around" time piece when playing sports like tennis or golf.
- Use your watch regularly, to ensure that its lubricants are less likely to congeal. Inside, thus answering watch's performance.

Kitchen remedies

Picture page B1

EFFECTIVE EYE CREAMS AND MASCARA

THE FIRST SIGNS OF AGING always appear around the eye area. The skin there is so thin and fragile that the slightest temperature change or sun damage dehydrates it, making the area right and eventually producing crow's feet.

Shiseido has come out with two eye creams that work against fine lines around the eyes.

Shiseido Eye Moisturizer Recharge (P1,150), apply once a day, preferably in the evening. The hydrating serum works for 24 hours. I usually wait for my husband to doze off, then I apply under and on the sides of his eyes. I've noticed that, after a few days, the lines are either deeper or are gone when he wakes. All he lacked then was hydration. The cream helps depuff puffiness as well.

Shiseido White Lucent Brightening Eye Treatment (P1,800). Fights the two causes of dark under-eye circles—blood microcirculation that causes pools of blood to seep out of the veins around the eyes, and pigmentation. This eye cream exfoliates and lightens skin to help with brownish pigmentation problems, while berry extracts are said to increase circulation to collagen production to firm up the area as well.

It does not totally eliminate dark circles in the case of those with chronic ones, but it still improves them. I applied this on the veins at the base of my nose, and it did eliminate the redness by at least 50 percent.

Mascara and more

Lancome Hypnose (P1,295) is the craziest thing in eyelash extensions I have ever seen, and it does not matter if you're a guy. My lashes became thicker, longer, darker. It lasted for six months, and was still pretty shiny on more and performance-wise near the end of that period.

Max Factor Masterpiece (P645) is unique before it defies, darkens and hold them without smearing. To achieve volume, you may have to apply three to four coats for more impact. It's a great everyday mascara, as lashes look natural but longer.

Cover Girl Volcanic Heart (P545) gives volume impact of the kind that some may find too much for daytime. It did give me long but skinny lashes drama, but short-haired friends said it did not add significant length. I thought it could hold curls.

The Estelle Mile Station has opened a second branch (3/F Mall, in Pasong Tamo extension behind Ourmachin Village. As a post-Mother's day gift, I took my mom and her two sisters there for a refreshing facial, diamond peel and an interchange rejuvenation C treatment. Their biggest dilemma was hyperpigmentation, otherwise known as big brown spots on the face after letting menopause.

They were very happy with the results of our treatment. The clinic also has radio frequency-using Thermalogic and Thermaline machines for face and body firming.

There are no skincare in this branch yet, so for other services like my Glutathione injections, I go to Estelle Mandaluyong. Call (02) 9536951 or text 0929 8284788.

People are talking about this new facial treatment called the Amino Chroma Oxygen Model—a treatment that promises to rejuvenate body, mind and soul by combining three proven techniques: aromatherapy, chromotherapy and oxygen therapy.

Aromatherapy makes use of powerful activators in scented oils to enhance the healing and soothing effects of the treatment. Chromotherapy makes use of different colors to stimulate the cells of our body and increase cell renewal and vitality. Finally, the skin is massaged with potent ointments that allow it to take in more oxygen, thus improving cellular rejuvenation.

The results are said to enhance well-being, with improved skin glow. Call 3433148 for inquiries.

E-mail the author at kvsalas@yahoo.com

UNIQUELY Singapore

NATION WIDE

Seat Sale!

PHILIPPINES

MANILA FOR AS LOW AS USD98

CEBU/ILOILO FOR AS LOW AS USD125

MINDANAO FOR AS LOW AS USD136

From Cebu/Iloilo in the country to Singapore at an unbelievably low price!

Don't miss this chance!
Singapore is now so easily within your reach.
From the Philippines to Singapore at a price for everyone.

Isn't it time you had a Uniquely Singapore vacation?
Avail of this unbelievable promo now!

FROM	FARE
MANILA CEBU/ILOILO MINDANAO	USD 98 USD 125 USD 136

Round trip fares inclusive of taxes and surcharges.
Excludes all hotel accommodations, taxes and surcharges.
Other travel conditions apply. Limited seats. Applicable on most flights.

Sale period until May 31, 2008.
Travel period from June 16 to October 15, 2008.
All travel must be completed by October 15, 2008.
Special low fares are not eligible to earn Mabuhay Miles.

For bookings and inquiries, please call:
PAL Reservations Manila: 02-855-8888
PAL Sales Offices Cebu: (032) 340-8181
Clarion: (02) 231-0301 to 0305
Visit the nearest PAL Ticket Office or your travel agent.

Uniquely Singapore

Singapore Tourism Board

Philippine Airlines
Clearly No.1

Young and restless fashionistas

By Lavy Lovista
Contributor
Photos by Mike Sandro Reiss

ON THE FOURTH FLOOR OF The Fashion Mall of Palawan, the brand-new, all-Filipino designer emporium. The store is like a phase of capsule designer boutiques.

Headed by designer sweetheart Pary Quintero, the store has a dozen young designers with one-word labels. Each mini-boutique is as different as the next, each collection showing never-seen style. The clothes are fluorescent in colors, experimental in fabrications and able to deliver the drama of the runs.

Young fashionistas plus models and their boyfriends are currently crowded on impromptu fashion show at the emporium.

Choose your favorite pieces of young and emotional pantaloons and leading fashion legends.

Bursting around is this juicy tale of a fashion designer who is changed by his male model boyfriend for the edgier, more makeup artist of his latest fashion show.

Makeover 911

Kissy Salas

LIFESTYLE

Hello Kitty goes Vogue –in Dior

THE WORLD'S MOST BELOVED Japanese kitty cops John Galliano of Dior to design her Fall-Winter 2008 collection—and she wears them in the pages of Japanese Vogue.

The June issue of Vogue Nippon, which hit the stands April 26, shows Hello Kitty in the 60 looks created by Galliano for the cuddly cat character, side by side with the looks' runway inspirations.

The magazine spread also includes snapshots from Hello Kitty's visit to Paris, France, notably at Dior's flagship on Avenue Montaigne, and with the historic designer himself.

Though Dior has previously collaborated with another popular cartoon character (Barbie), this is the first time the French house is designing an entire collection for an animated character.

In the past, Hello Kitty has also lent her famous whiskers to successful merchandising de rigo...from jeweled cellular phones (Motorola) to limited-edition evening purses (Judith Leiber).

The Vogue photo spread also has celebrities sporting their Hello Kitty's, including Paris and Nicky Hilton, Cameron Diaz, French Vogue's Carine Roitfeld and American Vogue's Grace Coddington.

Kembali
COAST
Samal Island, Davao
A Residential & Leisure Development

Welcome to your very own private paradise! Welcome to Kembali Coast, the first Balinese-inspired leisure residential development on the island of Samal, Davao.

A quick 20 minutes by speedboat from Davao City, Kembali Coast offers a variety of residential lots, each choice boasting of a unique island living experience – beachfront lots, cliff lots, and elevated or view lots.

Kembali Coast greets you with refreshing amenities:

Aqua Sports
- Optimist sailboats
- Hobie cats
- Kayaks
- Towables (Banana boats, flying fish, half pipe, viper)
- Wakeboard and water ski
- Dive shop
- Jetty/ Docking facility

Other Amenities
- Forest paths
- Campsites
- Main clubhouse and pool deck
- Infinity pools and chalet swimming pool
- Guest lounge
- Outdoor BBQ & dining areas
- Sports activity areas

LTS NO. 11937

856-7788
(082) 227-0946

FILINVEST

ANOTHER view of the spa resort

TIBETAN gong-sound therapy

AWESOME Hydrotherapy Pool

MODERN recliner chairs for Swissotel Herbal Thai Foot Massage

Experiencing a sense of calm in Thailand's 6-star spa resort

HOT stone therapeutics

Part two

WHILE WE WERE AT THE ROYAL Floral Expo 2006, observant Noah Blumenreg whom we called the Nature Queen said: "Nature is one of the world's miracle grasses. It's the best species to stop completely soil erosion, because of its long roots that grow three meters a year."

It is also used to enhance men's libido when the roots are boiled in water and you wash your face in it till the water turns cold.

This fragrant root is also used in the making of the popular French eau de toilet, Vetiver. Which happens to be one of my favorite colognes, dahlings.

It was through Noah's scholarship given by King of Thailand Bhumibol Adulyadej that Noah mastered the quality and use of the vetiver root.

Once back in the six-star, absolutely divine Rarindinda Spa Resort, we were treated around the place the following day by wonderful Prasert Arunsanit, director and owner of this gem of resilient spa resort. It's really amazing that the instant you enter the resort, one would feel a sense of calm, dahlings.

Director Arunsanit said as the spa's approach is holistic, combining traditional customs and sessions having treatments.

Treatments designed to "revitalize one's mind, body and soul" are done by the best therapists and professionals.

Our metropolitan consultation with in house Dr. Farshi Shahad, who used his incredible biodiversity machine was a unique experience. We placed our hand in one part of the machine and our scars, stare of mind and body graph became visible in several colors on the screen. He then advised each of us what medicines progress to take in the spa.

Water festival

Feeling great, the following day we hit the streets and joined the mob for Songkran, Thais' New Year celebration.

Never known as "Water Festival," it's similar to our Sinulog festival but in a much bigger scale.

The whole country marks three days of getting drenched, dahlings, with many streets closed and the whole populace throwing water at you, using every conceivable container. Hey! You're not even safe in your own car, that is if your getting wet! If you forget to lock your door, they'll get you!

EYE-CATCHING Dragon King Boat

Like what everyone did during the New Year, we went up to the high Doi Suthep to visit the Buddhist temple of Wat Phra That Doi, which is surrounded by lush rain forests. This temple is a major part of the Lanna history. After visiting all the another out eye-catching temples, we took a breather and watched the fantastic city of Chiang Mai from the high grounds of the temple.

The following day we took in the Night Safari, had a fabulous dinner at a five-star scene that served an excellent regional menu. Then we rushed back to the spa for our last night of well-rest, dahlings.

WITHOUT BATTING AN EYELASH

Maurice Arambe

Photos by Alex Sta Maria using PAL Photo Solutions

After a superb lunch at the Lemona restaurants, we headed straight to the Agricultural Development Study Institute in Inquiburi, a two-hour drive from Bangkok, where we learned about rice growing, poultry, livestock and their famous Tai park.

Back in Bangkok, it was time to shop for the boys while the girls went to Rarindinda Wellness Spa Resort in Chiang Mai. And since it was still the last day of the New Year celebration, water was everywhere and being wet was a part of the fun.

Yes, dahlings, we were pampered in one of the best spas in Thailand, entertained royally by the Thai Tourism Industry and completely spoiled by Thai Airways. The world-class Thai Airways International's superb service has been the highlight of this airline's popularity, dahlings, as it continues to bring Thailand to the world, and the world to Thailand.

That Airways has 13 weekly flights to Bangkok. Call Thai Airways GM Nirat Chantrachoti or Mahr Escobar, district sales managers, at 812-4802, e-mail sales@thaiairways.com.ph.

THAI girls drenched by water do-gooders dance to the drums.

THAI musicians are in colorful batiks outfits and Mah umbrellas

WATER drenches the Buddhist colossal elephant float

BUDDHIST figure at Wat Doi Suthep temple

FRESH strawberries

TOURING the Agriculture Development Study Institute of Rajaburi with Rajburi "Khunnis" Chandarbrindh, head of the agri program activities Thongkoo Jumjang, and Mahr Dimitri

WINSOME gang at Wat Phra Doi Suthep temple. Christine Dayrit, Marlene Dy, Chanchanbrindh, Thai Airways' Dimitri, and Raul Manzano. Standing: Jean Princess and Mariching

WAT Phra That Doi Suthep, main Buddhist Temple

EXQUISITE temple along Chiang Mai's renowned Ping River

ZEN STEPS leading to the most sacred temple of Chiang Mai

THAI revelers with Noah Blumenreg

LG

www.lgmobile.com

A New Convenient And Smart Way to Get Connected

Feature-rich and fun to use wherever you need it.

KP215
VGA Camera
MP3 Player
Speaker Phone

KP105
Color Phone
FM Radio
Speaker Phone
Slim and Light

KU380
Google Search
Video Telephony
Fast Network
Easy Game Key
Soft Sleek Design
Expandable Memory

KF600
Sleek Slider
InteractPad
3.0 Megapixel Camera
MP3 & FM Radio
Yahoo Go! Service
Expandable Memory

KS20
HSDPA / WIFI Capable
2.8" Touch Screen
2 Megapixel Camera
Microsoft Mobile 6.0
FM Radio
Document Editor
Expandable Memory

LG Electronics Philippines

17/F Legaspi SL, Mayhongs Pasig City | Tels. 641-4781 to 85 | Fax 640-0488, 643-0226 | 1-800-10-643-0226 (Free provincial calls) | CSC Hotline (02) 640-2626 , 0917-6242626, 0920-9002626

A dazzling hair and fashion show in Singapore

SINGAPORE IS TRULY ASIA'S MOST dynamic, vibrant fashion capital. This is evidence in the recently concluded Singapore Fashion Festival (SFF), the annual 10-day event presented by MasterCard.

According to Georgette Tan, vice president, Communications, Asia/Pacific, Middle East & Africa, MasterCard Worldwide, this is the second year that MasterCard is sponsoring the Singapore fashion festival as part of the company's thrust to build a strong fashion platform globally. Aside from the SFF, MasterCard is also a consistent supporter of foremost premium global fashion events such as the Rosemount Australian Fashion Week, MasterCard Luxury Week Hong Kong, Fashion Rocks for the Prince's Trust in London and this year, the Chicago Fashion Week.

HOUYHNHNM Couture (top) and Robinsons (right)

MATTHEW Williamson

In all of Dione events, MasterCard fashion ambassador in Asia/Pacific, celebrity model Denise Bidot who stars in MasterCard's Priceless fashion advertising campaign, acted as host, warmly welcoming VIP guests during cocktails before each show.

Held at the Twist@Orchard at the Ngee Ann Mall, this year's festival featured a total of 24 shows, seven international designers, three supermodels, more than 500 model appearances and over 20,000 fashion enthusiasts who swooped to the venue.

Among the standout shows were the opening gala by celebrated designer Matthew Williamson, Theatre of Style by Robinsons, Ashley Isham A/W 2008, Tan Foong and Lee Hwa Jewellery's Dancing Rhapsody Showcase Couture by D'Orsal Professional, Raoul A/W 2008, Carlos Miele's super sexy collection, and the Sex-y in the City Men's Show.

The opening gala featured the Asian preview of celebrated designer Matthew Williamson's Autumn/Winter 2008 collection. Williamson's ethnic-inspired creations showed off headworks with Africas and aztec inspirations in flowing and textured fabrics.

On the second day, Singapore's Robinsons celebrated its 150th anniversary with Theatre of Style, a semi-theatrical production featuring some of the store's best brands.

In the evening, London-based Singapore designer Ashley Isham presented a collection that could be summed up in two words: fashion forward.

Dazzling, elaborately fashioned jewelry pieces from Lee Hwa Jewelry were by male Caucasian models alongside female models wearing couture-inspired pieces by legendary Singapore swimwear Tan Foong.

Another interesting highlight was the hair and fashion show Sculptural Couture, a collaboration between D'Orsal Professional and Thomas Wee whose neo-avant-couture pieces went well with the hair designs by D'orsal Professional hair masters Shenji Marcus.

Extremely contemporary is the original Singapore label Sharon Chiu presented pieces that evoked the glamour of the roaring twenties and the espionage of '60s film noir.

Carlos Miele showed off pieces inspired by Brazil's beautiful handicraft techniques.

The Show's finale features designer team's underwear from John Galliano, Emporio Armani, DKNY and 2Xist.

The SFF is truly the fashion event of the year, thanks to MasterCard. Besides offering cardholders exclusive ticketing privileges, MasterCard also provided perks, privileges and discounts.

T&R Yong

One Oasis
ORTIGAS
My patch of green in the city.

Five reasons to come home to One Oasis

Come home to a haven
Amidst the rush of today's world, One Oasis is a respite with round than two hectares of gardens and open spaces. Starting with the five storey buildings, One Oasis will be introducing a variety of other living spaces to fit every urban Filipino lifestyle.

Come home to an accessible get-away
Conveniently situated in Ortigas, One Oasis is only minutes away from schools, hospitals and shopping centers. You can rest without being far from wherever you need to be.

Come home to resort-inspired amenities
One Oasis' resort-inspired amenities boast of an entertainment center, a billiard hall, a basketball court, a playground and swimming pools.

Come home to a secure environment
With round-the-clock security and a protective fence enclosing the entire community, One Oasis ensures your safety and peace of mind.

Come home to where your hard work is valued
Exclusive lifestyle at best value for your money. Your investment is also left in the care of our Property Management Team - experts who keep the entire property and facilities superbly secure and masterfully maintained.

Come home to your patch of green in the city. Come home to One Oasis.

856-7788 FILINVEST LEGACY

LIFESTYLE

The Grand Midori Makati
Ohayo Gozaimasu
Welcome the rising sun at the heart of Makati
Call us at 828-0000 | 894-4121 to learn more about the unique fusion of Filipino artistry and Japanese ingenuity.
A new masterpiece in the center of the country's premiere business and lifestyle district.
Midori-do Oita

DESIGNER Jason Reyes and his closing number

Anti-red carpet

James Reyes' Fashion Watch collection shunned color and celebrated quirkiness

Text by Alec T. Vergara
Photos by Rudy Esporas

IN HIS DESIRE TO PRODUCE an "anti-red carpet" ensemble, James Reyes shunned color and instead played with contrasting materials and textures to produce a 28-piece collection of quirky black-and-white dresses and separates.

The Tuesday afternoon show at Makati Shangri-La was part of the ongoing "Fashion Watch" series produced by veteran designers Inno Sotelo, with sponsors Nokia, Pet Is Essentials, Globe Astrotique and Metro Bank Xtreme Visa.

Just like JC Buenaflor, last week's featured designer, Reyes was doing a solo for the first time since he left the ad industry four years ago. He also wanted to present something different without turning his back on his trademark verve.

To startle his visitors, Reyes junked the usual ballroom staples such as jewel-toned chiffon and duchesse satin in favor of stiffer, heavier fabrics like pin-striped wool, faux leather, glen plaid and double-faced cotton.

As a result, he came up with one of the series' most cohesive-looking collections that neither relied solely on tailoring nor dropping

Underneath black, there's brilliance.
NOKIA
Be captivated.

SEMI-BEADED wool shift

SHIRLEY'S PETS — BY ROBERT MACALUSON

A. LIPIN — BY JESS ABRERA

FULDOK — BY PAPLUNO DATUYPINLAPUBLING

PUSAD BABOY — BY PH. JUNIOR

DIVINE COMEDY — BY ETTA Vic Mojica

GARFIELD — BY JIM DAVIS

GLAIMPH — BY DARWIN PEREZ

BABY BLUES — BY JERRY SCOTT

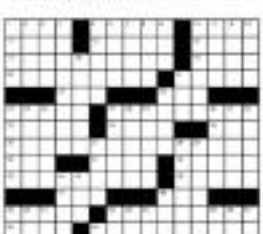
ATOMO AND WEBOY — BY LIRA GARCELLANO

LOVEBOOKOTE — BY ELIZABETH HOCHENGLO

KIKO MACHINE — BY MANOS ABRERA

BEN — BY DANIEL SHELTON

DAILY CROSSWORD



By Gilbert P. Motus
Tenth Wonderer, '01

Thursday's Puzzle Solved

ACROSS
1 Hodge-podge
5 Dentist
10 Monthly friends
14 Eden or Wentworth
15 Eggs, origin-up
16 Wild horses
17 Weasel's occupation?
18 Jackson's son
19 Mitchum
20 Tabs, form
21 Dr. Lopez's opinion
23 Crazy about
24 Chaga activities
27 Cook Strait's sample?
31 Whole cities
32 Tedious task
33 Agape, in music
36 Chickadee's cousin
39 Opp. from SSR
41 Peeps of Pangaea
47 Matching theme ring
48 Peacock's opinion?
49 Big bundles
51 Cookie boxes
52 Puny TV stars
53 Tabs seams
55 Not whether
56 Chaplin's role
58 Chickenpox's opinion?
60 Statue
61 Acid type
62 Flower meadow
63 On the briny
64 Hen pegs
65 Knaves

DOWN
1 Sunscreen ingredient
2 Bullying attacks
3 Hardboiled cowpoke
4 One type of gathering
5 Boom tabs box locale
6 Goblin's vehicle
7 Office memorandum
8 Gibson guitars
9 Shortstop's stat
10 Was already
11 Wound medicament
12 Gamma wraps
13 Liquid
21 Wolverhogers
22 Public servants
24 Actor Arnold
25 Ladies
26 Sushi side dish
28 One of the Wahlbergs
31 Nautical shipboard itinerary
32 Burglary
34 Singer Lauren
35 Seething
37 Peach cobbler
38 Middle of Hebrew?
40 Commonly or solely
42 Infant dish
43 Hobby
44 List of pressing mistakes
45 Sub code
46 Whiskers of "Playboy Magic"
47 Impressed in a Hitchcock spring
50 Gambler's motto
51 Plagiarizing
52 "Bowl" for the Heisenberg Principle
53 Land of Hot Tamales
54 Prefix for worry
55 Success in Bonn
56 Bonds
57 Brewmaster or Zevon
58 Lawyer's instrument

HOROSCOPE

BY FRANCIS DRAKE

ARIES (March 21 to April 19) Take a re-gift of your private information to the public today. Boost popularity in document formats, numbers, and charts about charts and numbers. Oh yeah.

TAURUS (April 20 to May 20) Your in an excellent day to consider glass about friend or fashion relocation in a bubble superstition to come today. Be careful and festive. Try to do something different.

GEMINI (May 21 to June 20) You are in a take a woman, or present to civil light today. Make sure you have all your documents prepared. Get done in multi-stores out.

CANCER (June 21 to July 22) Write that letter. Write that letter. Write that letter. Write your own epic novel. Write it all down. Then burn it. Just don't let anyone else read it. Unless they're willing to pay for it. Then let them read it. Then charge them for it.

LEO (July 23 to Aug. 22) Your attention to detail is unparalleled today. Use your powers for good, not evil. Unless you're into that sort of thing. Then use your powers for evil. Just don't get caught.

VIRGO (Aug. 23 to Sept. 22) Today is a day for you to be alone. Avoid all human contact. Stay in bed. Watch TV. Read a book. Write a book. Do not leave the house. Do not answer the phone. Do not open the door. Do not check your e-mail. Do not check your voicemail. Do not check your snail mail. Do not check your carrier pigeon mail. Do not check your smoke signal mail. Do not check your Morse code mail. Do not check your telepathic mail. Do not check your dreams for mail. Do not check your imaginary friend's mail. Do not check your pet's mail. Do not check your neighbor's mail. Do not check your boss's mail. Do not check your ex's mail. Do not check your mail.

LIBRA (Sept. 23 to Oct. 22) Some favorite could resonate today. Be careful with your words. Unless you're trying to be offensive. Then go for it. Be as offensive as you want. Just don't get caught.

SCORPIO (Oct. 23 to Nov. 21) This is a bone day! Eat out and talk to others today. Make sure you avoid getting into heavy topics, especially siblings and relatives. A secret trip will please you.

SAGITTARIUS (Nov. 22 to Dec. 21) Your presentation today. You might go shopping. You might go to the movies. You might do something else. You might do absolutely nothing. Nobody cares.

CAPRICORN (Dec. 22 to Jan. 19) Positive! It is your right today, which can make every decision. Be more analytical than usual. Remember, it can be tiring you a little bit of extra good luck. Cheers!

AQUARIUS (Jan. 20 to Feb. 18) Work before! Be aware of what's about in your life today. Try to find a positive spirit. Also to make a list. You need to remain yourself. Some of your negativity involved with the positive relationship.

PISCES (Feb. 19 to March 20) Talk to friends groups today. Be careful with your words, jokes, competitions, and conferences. Most friends for a drink. Be careful with your words. Be conscious of others. Take this opportunity to discuss your long-term goals with people.

CONCEPTIS SU DOKU

Conceptis Sudoku — By Dave Green

	4	2		8				
					9			
	1		5			4		
		9		7			1	
		7		4		8		
	2			5		6		
		3			6		7	
			1					
				3		2	4	

Difficulty Level: ★★★★

©2008 Conceptis Puzzles, Inc. All Rights Reserved. Reproduction in any form is prohibited.

HOW TO PLAY SU DOKU

Fill the grid so that every column, every row and every 3x3 box contains the digits 1 to 9.

Tips and programs at www.sudoku.com

Answer to previous puzzle

7	2	1	3	9	4	8	5	6
3	8	5	6	2	1	9	7	4
6	9	4	7	8	5	3	2	1
5	6	2	4	7	9	1	8	3
1	3	8	2	6	8	5	4	7
4	7	9	1	5	3	2	6	8
8	4	6	9	3	2	7	1	5
2	1	3	5	4	7	6	8	9
9	5	7	8	1	6	4	3	2

Anti-red carpet

CLOTHES with Oriental sensibilities

From page F1

Instead, Reyes draws from his strength in sewing and layering as premiere ninjutsu, on-on-the-line dresses and layered separates with flaps, folds, swags, ribbons, hairy drops and hints of headwork for added visual impact.

To keep the collection from becoming predictable, he did several wide-legged and harem pants as well as layered, sheer-the-knee skirts paired with peplum jackets.

The designer also succeeded in creating a sense of visual excitement via his mixed-bended series consisting of shift dresses and separates made primarily of wool. The mixed grids, he said, were inspired by a typical city's evening skyline.

Japanese influences were still very much evident in a number of his pieces, including a black trapeze dress with a huge bow and a long, shapeless piece made of pinstriped wool worn over a white cotton top with ruffled sleeves and collar.

"I started working on my collection as early as January," he said. "But I had to tweak my vision every so often as the statistics I sourced from abroad started coming in."

CUTTETS for young, unconventional types

Imagination, common sense

Jiaing Bedale is an important cog, especially for local designers who rely almost exclusively on imported fabrics, from the greatest of visions is bound to fall flat with out the right materials.

The collection also screamed to his imagination and common sense. After cutting several pleated and ruffled pieces on the bias, he threw one step further by pairing the pieces together in a produce-the-true printed skirt.

Also, some of the lines didn't quite match, thus lessening the desired effect. There simply was no excuse for failing to do something as basic (though admittedly difficult) as aligning lines and prints from different pieces.

A piece or two should have been kept in the closet for future use. We found the white, off-the-shoulder corset number, for instance, a bit off total to the heavy wool pieces.

A beautiful dress with ruffles on the back deserved more eye-catching designed piece, no thanks to a pair of seemingly superfluous swags on the skirt's hips.

To his credit, Reyes didn't allow the shoes to run away with the show. In lieu of structures grabbing sidewise and platforms, he made his models wear ballet flats so as not to draw the audience's attention away from the dresses.

The styling, except for the donut of a hairdo and the jeans-stealing Chinese opera headdress, was also sun and carpet-inspired.

In an otherwise black-and-white affair, Reyes' attempt to incorporate hints of color through certain accessories as well as the models' make up worked like magic.

PLAY on patterns and textures

Fashion for the radically different

By Margot C. Enriquez
Contributor

EDDIEVALE BOUTIQUE FUNDRAISER fashion designer James Reyes discovered his calling in the fashion pages of PEM.

During a trip to Europe, he offered to share his experiences by illustrating the hairstyles and trends on the street. Eventually, he got more assignments such as throwing shows, accessories and garments with strong looks.

Subconsciously, the fine illustrations of illustrations and his penchant for basic color transfer led him to translate those into fabric and on a human form. Eventually, he developed a distinct sculptural, sometimes monastic look.

One day, weary of ad agency work, Reyes took a leap of faith by reinventing himself into a fashion designer. If you like conceptual designers such as Rei Kawakubo, Issey Miyake and Ivory Mycke in their early days, Reyes is for you.

His designs look look to ancient traditions of wrapping, folding, tying and draping, fastening an art and design, the clothes become a compendium of stories as they can be worn in various quirky ways.

Those clothes are not for voluptuous figures. In fact, his clothes do not concentrate on any distinct body type. The dress hangs tranquilly and flatly in space, running over accidentally as the body moves, wanting to be brought to life. Does the name Reyes' style has distinguished itself with geometric cuts and simple drapery.

Out of the ordinary

At the recent festival designers in Eddievale Wheels, Reyes presented a collection that was out of the ordinary, yet also appropriate for any unpredictable occasions. The clothes were inspired by voyages from the early '50s, his adolescent years.

"Classic dressed fashion, and MTV was my fashion magazine. We dressed up like our favorite singers and

James Reyes' designs are not for voluptuous figures

Manila became cosmopolitan (remember winter wear in the middle of summer?). Japanese designers ruled the fashion world, and clothes were freezing, conceptual and innovative," recalls Reyes.

In his mind, New Wave music evoked images of an urban jungle and smog, a sea of people hearing the muggy weather at rush hour, stranded in a room and tanrrrrr.

His graphic design background was reflected in the judicious use of black, white and gray pieces accentuated with bold colors.

Reyes favored unconventional fabrics such as wool, wool sweater and leather, which he described as "season-less" and "occasion-less."

Wool fabrics usually fall well and drape easier. He also used twills and canvas for formal attire. Working with these elements gave him a sense of freedom to create new shapes and surface textures, he said.

Reyes has dozen clients who are confident in wearing radically different clothes.

"They're created for a specific type of woman," he explained. "Highly creative, they work hard in the back ground; sports shirt and tan-free skin. They are firm on their values and beliefs and are thoroughly modern in thinking. Their look is not dictated by fashion magazines; they embrace their own sense of style and pull it off really well. They hate wearing high heels and eyebrow makeup, but they have the best looking shoe collections and the widest range of skincare products. To them, shopping includes a long stop at the bookstore. They are not party-glam girls, but they have the best lifestyle anyone could have, and everyone enjoys their company."

Free entrance!

Golf Digest

SUMMER GOLF EXPO

Swing by the NBC Tent for the season's biggest golf sale! Enjoy exclusive product launches, win prizes and learn from the pros. Everyone's invited!

May 24-25, 2008
NBC Tent,
Bonifacio Global City, Taguig

WIN a TRIP to the U.S.

up to 70% OFF!

May 24, Saturday

- 10:00 am Grand Opening
- 10:00 am to 2:00 am Store Hours - Midnight Sale!
- 8:00 pm Golfers' Party

May 25, Sunday

- 10:00 am to 10:00 pm Store Hours
- 5:00 pm onwards Grand Raffle Draw Live performances by renowned artists

PLUS other attractions:

- Giant Hitting Cage
- Nintendo Wii Golf Simulator
- Mini-golf for kids
- Putting Contest
- Lounge for VIP's
- Special Appearances by Golf Celebrities
- Lots of Freebies and Surprises!

Visit www.philamsgolf.com and www.golfdigest.ph or call (02) 789 2033 for more details.

Callaway GOLF · Mizuno · NIKE GOLF · TaylorMade

ENTERTAINMENT

Editor Ernesto G. Yolanda

RP entry 'Serbis' stirs 'mini-scandal' in Cannes

LOS ANGELES—"...PIC RATES All the actor's mini-scandal then for," Variety's Todd McCarthy commented on Brillante "Dante" Mendoza's "Serbis," the Filipino film competing in the ongoing Cannes Film Festival.

Diane's curvy, down a familiar-ish adult movie house, has almost the oldest screening the world's most jaded

AP ENTRY 02

ONLY IN HOLLYWOOD

Rahvee V. Nepales

It all boils down to one scene for critics

Below is Seven Daily: Just as he was becoming the new darling of the festival circuit, Mendoza's rising star will still, at least temporarily, and the film's commercial prospects should be tested.

ATTENTION: PHARMACISTS
BE QUALIFIED TO PRACTICE AS A LICENSED PHARMACIST ABROAD!!!
AUSTRALIA • USA • CANADA
Enroll at HYPE REVIEW CENTER
OFFERING HIGH YIELD REVIEW CLASSES.
PERFECT FOR YOUR BUSY SCHEDULES!
CALL: (02) 2210110; (02) 5818930 (0922) 8868861
EMAIL: hypereview@gmail.com

Enhance
VISIT US FOR FREE CONSULTATION

St. Francis
DEPARTMENT STORE
UNBELIEVABLY
LOW, LOW PRICES!
For Inquiries, Pls. Call: 632-1010

SHOPWISE
Make the Grade with Big Savings
May 23 to June 30, 2008

Assorted Batman & Justice League Pencil Cases
34.75 to 119.75

Assorted Faber Castell
9.75 to 57.75

MERT Notebooks
49.50

Avantage Intermediate Pad 3's
39.50

School Kit Character Set
99.50

Whiteboard Marker w/ Eraser
220.00

Artline Permanent Marker
24.25

Assorted Crayola Crayons
13.75 to 143.00

T-Pencils
15.75

Assorted Learning is Fun Books
47.25 to 280.50

SM CINEMA

movietime

visit www.smcinema.com • powered by yahoo! oph

METRO MANILA

IMAX

THE PODIUM

SPEED RACER
Admission Price: ₱380
11:00 AM & 3:30 PM
7:00 PM & 11:00 PM

DEEP SEA (3D)
Admission Price: ₱260
3:30 PM

PREMIERE CINEMA
INDIANA JONES

CENTERSTAGE
INDIANA JONES

DIRECTOR'S CLUB RESERVED

CINEMA 1

LUZON

VISAYAS • MINDANAO

687-6963
GUARANTEED SEATS

RP entry 'Serbis' . . .

From page G-1

gious film first into a frenzy because of its "provocative" and "explicit" sex and nudity that the reviewers' critical concerns—politics, the gun—boils down to a scene where a character prophetically pops a bird on his sex with a soda bottle. Yes, you read that right.

But first, the good news: The Hollywood Reporter, through its critic, Maggie Lee, liked "Serbis," the third Filipino film to make it to the competition category, following "Jaguar" and "Bayan Ko: Kapit Sa Patalim," in the late great Lino Brocka (release 17th death anniversary we are observing this week). Some reviewers, while panning its yet it nullify "Serbis," praised the performance of the cast, especially Gina Pareño. The veteran actress drew admiring words like "towering presence" and "historically one."

Hollywood Reporter

Here are excerpts from the very favorable review by The Hollywood Reporter, which bannered "Serbis" as an "engaging cinematic drama and stylishly sunny homage to the gay cinema rendezvous":

"Taking place mostly in a porno theater ironically, yet fittingly named Family, 'Serbis' is just homage to cinema, part intimate domestic drama that vividly details the tangled relations and all-too-human frailties of an extended family functioning a theater in the provincial Philippines.

"Director Sellares Mendoza continues the neo-realist style of 'Foster Child' and 'Tribu Blue' in 'Serbis,' but displays marked improvement—both the grungy aesthetic and film language now bear his personal handwriting. To this, he adds some brooding sensuality, both gay and straight.

"Serbis" examines elements of soap opera from popular Philippine cinema and TV but without any of the froth and lather. Responding at an almost real-time pace, with a narrative that is all foreplay and no conventional climax, the film won't win any commercial awards in the Philippines nor were its critical and on-house bookings an optimistic though.

Film's 'real star'

"The film adopts a sordidly and violent attitude in dramatizing the double standards in operation every day in a porn theater that has evolved into a hallowed but restricted to screen gay dance forever the d. ile, which means 'service'). Gina Pareño ('Bahrain') is a towering presence, who puts her real name in, as her multiple roles —as a wily cleaning lady, the 'mistress of abandonment, an ugly-eared mother lovingly tattooed by her children's divided loyalty to them fathers and the pillar that holds together the tottering family business.

"But the theater is still may be the film's real star. Flooded on, existing seats and seedy are be. kind of the grandeur that outperforms what's happening on screen creates a dank, dripping restroom and lingering sexual that echo most of 'Dai Jiting Jiangi's savage 'Cyclo[illegible, Dragon Inc.]'."

Bangkok Post

BangkokPost.com was also kind to Director

"... The film has the nasty aroma of raw sewage of tropical tenements and the intimidatory of social expose, complete with explicit sex scenes, both hetero and homo ... Mendoza is a talent to remain. Ours Elena ('Serbis,' 'Sibagbat,' 'Sister Child') directly tap into the DNA of the Filipino working class struggle, affirming a reality so rooted, lust and visceral that it requires no sentimentalization."

The other side

Unfortunately for Diretor, whose 'Foster Child' got good reviews when it was Director, its Cannes' Directors' Fortnight's last year, most of the critics dismissed "Serbis" were, dull, no cigless than favorable. Many of the reviewers, like Lee above, wrote about the film being reminiscent of 'Cinemilyer, Dragon Inc."

Variety's Todd McCarthy, in his usual pan of the first half of the film on the Jeanel Dreamin, seemed to sum up his colleagues' sentiments in their assessment of "Serbis":

"Hell of another kind is served up in

MMTA MOVIE GUIDE

METRO MANILA THEATERS ASSOCIATION

NOW SHOWING

Showing Schedules/Ticket Prices Subject To Change Without Prior Notice

Eastwood City presents

DAUGHTRY
LIVE AT EASTWOOD CITY
July 29, 2008 • 8:00PM

Eastwood City presents

Sandwich May 23 , 2008 • 8pm
Eastwood Central Plaza

EASTWOOD CINEMAS

INDIANA JONES

INDIANA JONES

INDIANA JONES

687-6963
GUARANTEED SEATS

ACTRESSES Jaclyn Jose, left, and Gina Pareño get good notices.

POWER PLANT CINEMA

IRONMAN – G
HAROLD AND KUMAR 2
IRONMAN – G
WHAT HAPPENS IN VEGAS – PG13
PERFECT CREATURE – R13
SPEED RACER – PG13

SLIMMING WATER
Hydroxydase Mineral Water
" HELP LOSE WEIGHT (up to 1 kilo a week)
"PREVENTS HEARTS DISEASE" "EQUALIZE ACCIDOS"
"MAGNESIUM RICH / ANTI STRESS"
MIRACLE DRINK FROM FRANCE
IMPORTER : ATLANTIC ANCHORS ADHESIVES CORP.

GREENHILLS CINEMAS
THEATRE NINE
PROMENADE
INDIANA JONES
MOVIE MANIA

SHANG CINEPLEX
1 Indiana Jones 4
2 Indiana Jones 4
3 Indiana Jones 4
4 Indiana Jones 4
5 Indiana Jones 4
ALVIN & THE CHIPMUNKS at the SHANG
May 24, 4pm
Grand Atrium,Level 3
See you there!

BONGGA SA PATAWA! BONGGA SA NGA BIDA!
BONGGA SA TAWILYA!
ANG BLOCKBUSTER COMEDY MOVIE OF THE YEAR!
Robin Padilla Al-Al
ikaw pa rin
bongga ka boy
NOW SHOWING
MTRCB PG-13

HARRISON FORD CATE BLANCHETT and SHIA LABEOUF
INDIANA JONES
and the KINGDOM OF THE CRYSTAL SKULL
NOW SHOWING ON OVER 300 SCREENS NATIONWIDE!

AT THE CINEMAS

GLORIETTA 1
GLORIETTA 4
GREENBELT 1
GREENBELT 3
ALABANG TOWN CENTER
NUVALI CENTER CINE
MARKET! MARKET!
TRINOMA

AT THE MALLS

Ayala Malls
Glorietta
Greenbelt
Alabang Town Center
Nuvali Center
Market! Market!
Cristafilia
Ayala Museum
Tri Noma

NARNIA
PRINCE CASPIAN
THE EXHIBIT
Authentic Costumes & Props

PORTRAITS:
Mom & I at TriNoma
PHOTO COMPETITION

Glorietta Greenbelt Alabang Town Center Nuvali Center Market! Market! Tri Noma

RP entry 'Serbis' stirs 'mini-scandal' in Cannes

Filipino director ... Mendoza's 'Serbis,' which sends back to the years seemingly obligatory hand-over-an picture and, by general agreement, the entry most wildly out of place in the competition. Derided for its presumptive use of sex and a haunting loan leaf as metaphors for its home country's ills, pic rises as the year's mini-scandal to date.

Jay Weissberg, who wrote the Tall review for Variety, weighed in:

"...Like their cinema, the Pinoy family of Angeles City has seen better days. As the morning unfolds, Nayda (Jaclyn Jose) wanders through the labyrinthine bowels of the establishment—which serves as both living and work space—in search of her cuckoo Tita Oliveda. The matriarch has an appointment at court in a bigamy case against her husband ... the hostile is dividing the family.

"Nayda's easygoing up and down the manners allows Mendoza to introduce the entire family, including Nayda's husband Lando (Julio Diaz), her evasive date (Coco Martin) and Oliveda (Gloria Sevilla), and once Jewel (Jiovanna Jordan). Later is first seen naked in an extended sequence where the camera precisely and excessively explores her subtle forms.

"All this—mixed with scenes of vicious pet wrens getting severed—may sound vaguely reminiscent of 'Goodbye, Dragon Inn' or Jacques Nolot's 'Port Tropic,' but 'Serbis' has none of the elegiac elements of the former nor the yearning for connection of the latter. Presumably, Mendoza is looking to use one family's economic struggle and indifference to the workforce around them as a metaphor for Filipino society as a whole, though his slice-of-life realism often feels more exploitative than enlightening, unlike his superior 'Foster Child.'

"...Yet screen 'Serbis' is beautifully executed, joined by Mendoza regulars such as Jose (unforgettable in Mead Raul's 'Batad: Do Now') and Martin ... Mendoza appears to have left several his early faith in his audience's intelligence, continually reinforcing signs (The Lot wiring; cheaply lured sob-type posters) with unnecessary close-ups, and gratuitously final door-stick nothing (etc.)."

OMG: a tic and the room house was a major character as well.

Screen Daily

Screen Daily's Rommel Fernandez wrote down his misgivings in the perspective of Cannes' prolific career:

"Since he shifted from production design to directing with 'The Monster' (2002), a multi-part about a gay teenager gaucho in the provinces of his native Philippines, Mendoza has made up for lost time by churning out four films since (including one documentary), all low-budget, showing intensity in a variety of genres. With 'Serbis,' his first feature with foreign (French) backing, he has taken a giant step in the strong direction, even if 'The Monster's' co-producer Jean Labadie is credited by an exploitative, AIDS-like dynamism. Just as he was becoming the new darling of the festival circuit, Mendoza's rising star will still, at least temporarily, and the film's commercial prospects should be mixed.

"The three features he made between 'The Monster' and 'Serbis' focus on personal relationships, whether inside or outside the family, in the context of social issues in the Philippines: yet 'Serbis' fails to develop either front ... for the first time, Armando Lao, who had supervised Mendoza's earlier screenplays, has sole screenwriter credit. Might this have impacted the vision of the director, who had previously written his own scripts? Did the additional budget have a negative effect?

"...Strong, charismatic women, such as Nanay (Yer and) her middle-aged daughter Nayda (Jose), do make their mark, as they frequently do in the other works, a reflection of Filipino family life. Yet events move too rapidly for the sentiment that Mendoza is generally an expert in developing in have any opportunity to. Director Lav Tarantino (Bloodsucker Tsai Ming-liang already successfully mined this terrain) in his ode to the last days of a movie house, 'Goodbye, Dragon Inn.'"

Critic walks out

"Serbis" caused at least one critic, Kim Wayans of intermediate, to walk out. Here is Kim's account, headlined "Live Dude Exercise: Gruesome Nastiness in 'Serbis' and Bad Execution":

"The other night, James and I walked out of our first film at Cannes ... Mendoza's 'Serbis.' Actually, this is the first time I've ever walked out before the end of a film at a festival; generally, I feel it's my job to watch films here, the good, the bad and the ugly, and so I do. Through them, however, I've learned they may be. But can this one...

"The film opens with a scene of total gratuitous nudity—a young Filipino girl, just out of the shower, pausing in front of a mirror and practicing saying 'I love you' in various dirty drinks in a sexy way. And that scene would have been just fine for me, without the expressionless panning down to breasts and pubic hair. I'm not a prude by any stretch, I have no problem with nudity and sex in films if it serves an actual purpose, but watching that scene all I could think of was, well, there's a shot that exists only to please the guys who have the hots for young, naked Asian girls. What's for me, just made it feel exploitative.

"The film is set in a family-run adult theater with a little café at the bottom that's open to the street, and the ambient noise in the first 15 or so minutes of the film was so loud and distracting that I almost walked out then...

"Mendoza likes to follow people around in their natural setting, and that's pretty much what he does in this film, unfortunately. It's just not that interesting, because he doesn't give us enough about any of the characters to make us care about why we should want to spend 90 minutes or so of our lives watching them.

"... The end of it for me ... was a disgustingly graphic scene of the nephew popping the boil on his ass with a Coke bottle. I'm sure it was supposed to be metaphorical, but it was just gross, and that was enough for us."

Doomed worst

Cannibal News Service's Jay Weiss did not mince words:

"Speaking of grief, most of it was inflicted on the audience of 'Serbis,' the Philippine movie from ... Mendoza that is the first competition film in memory. It is an almost hilariously awful story of a family that lives in a porn theater in Manila, where it and are provide an irritating soundtrack for unsmooth and disgusting mixed-up sexual encounters. The scene where a rats removes a bird from his buttocks is just one highlight."

Strange' fire

IM Hicks, in his review on www.cheaters.com, the online edition of an Israeli newspaper, opined:

"The family is ... central to the Filipino film 'Serbis' ... that the film, directed by Mendoza, treats this subject in so entirely different way than [Walter] Salles and [Emeleto] Thomas de [in 'Linha do Pesar']... The family members are in conflict with one another and ignore the fact that prostitution is the main activity at their movie theater. The result is a strange film that leaps unconvincingly between its realistic and allegorical poles, and although there are effective moments, it does not add up to a satisfying work."

* * *

We're thinking that Daum will weather these blistering reviews, reflect on them analyses and, hopefully, decide these same critics again someday.

E-mail the columnist at rmojdis_2000@yahoo.com and read his blog, "The Impulse Report," on http://blogs.inquirer.net/impulse/.

LIVING STARS

MAKATI EXECUTIVE TOWER III
The Comfort of simple pleasures
A 40-storey commercial, office and residential condominium. Soon to dominate the skyline of San. Gil Puyat Ave., Makati City
Own a unit for as low as P9,945/mo.
812-2222 MAKATI 687-3333 ORTIGAS 567-3333 NEW CENTURY 242-1212 ALABANG

A new home for the *Lady*

Pagsanjan boatmen make the sign of the cross when they pass by, says Direk Louie Ignacio

SAYS TV DIRECTOR LOUIE Ignacio (left): "Lino Dulay, a sculptor from Paete, made the 20-foot sculpture of Our Lady of Guadalupe (right) in front of my rest house in Pagsanjan, Laguna. I feel protected by her. Boatmen make the Sign of the Cross whenever they pass by my house. The

little chapel (below) on the property is open to visitors. Last year, the image of Our Lady in the chapel (enshrined in the altar, top photo) was stolen. But it was returned two weeks later, left in a sack in the mountain. As thanksgiving, I built the bigger chapel for Mama Mary (top), which features a ceiling mural by Philip Ines, who was inspired by the Sistine Chapel."

Rapplet San Diego Jr.
REPORTER ANSWERED

Capture summer's coolest colors with the hottest deal under the SUN

Get 3 camera phones, 3 lines*
24/7 Call & Text Unlimited**
750*** FREE texts to other networks

All for ₱999/month

NOKIA 2600c Key Features:
- Comes with interchangeable covers: Midnight Blue with Animal Prints (pink), Denim Gold with Floral (pink)
- Supports access to vMail mail in local address
- Share data via Bluetooth v1.2 (HSP)
- Capture in the FM Radio with 32 stations

Nokia 2630 also available at Plan 354 and Group Plan 999
(24-month building period)

Only one person needs to subscribe to get all the lines.
When applying for your postpaid line, simply bring a valid I.D. and the latest completed bill (equivalent to ₱ of higher value than the plan being applied for). If consumer bill is not available, bring proof of billing and proof of income.

* 24-month binding period.
** Local Duration calls and texts only.
*** When availed for Unlimited services.

Hurry to The Sun Shop and apply now!

NOKIA

www.sunvellular.com.ph Hotline: 315-8808

SUN CELLULAR
Better network, better value.

DAPHNE OSEÑA-PAEZ

BOOKS

THERE ARE TOO THREE BOOKS I love reading: "The Jewelers' Directory of Gemstones" by Judith Crowe, "Gemstone" by Kate Spade and "Charming: The Magic of Charm, Jewelry" by Deborah Blum, Zones and John Ayton. Jewelry-making is my dream career. I want to create whimsical pieces. I'm currently using 14-karat gold, but I want to learn how to use gemstones. Crowe's book gives me confidence. Spade's book is a big help in throwing parties. I have all three of Spade's books: "Bluestone," "Decadence" and "Style." "Charming" is also an inspiring book. I learned that Elizabeth Taylor collected charms and that charms should tell your life story.

Rapplet San Diego Jr.
REPORTER ANSWERED

INQUIRER EXCLUSIVE

Renaldo Lapuz, costume designer

'Idol' producers asked him to make 10 replicas of his now famous costume

By Reynaldo Dayo Jr.

PERHAPS RENALDO LAPUZ COULD join "Project Runway" next year!

As early as last March, "American Idol" producers commissioned the 43-year-old Filipino to make 10 exact replicas of his "Skyline Hyatt"-inspired costume, according to his manager and web master Dave Dorenkamp. The costumes were to be featured in the "Idol" finale show, Dorenkamp told Inquirer Entertainment in an exclusive phone interview.

He succeeded Dan Lapuz, who worked as a bicycle deliverer in Quezon City before moving to the US four years ago, bought a new sewing machine and costume materials from his 16-watts-are-used-traffic-zone, Bobby Lobby.

"Lots of feathers for the fan, as well as rhinestones and silk roses," Dorenkamp noted.

He narrated that the additional costumers would be worn by the Top 10 finalists, including Filipino-American Danielle Makibbay in a "big production number."

When Lapuz auditioned in Dallas, Texas, last **year, the former WinMore junior wound up** with his home-made costume, quilted white jacket, feathery hat, glitter cape. The outfit, which Lapuz crafted himself, was described on the Net as "Pimp Wizard meets Liberace."

His performance of his composition, "Sir'er Brothers Forever," earned him the top of the season's William Hung, and resulted in a slew of job offers, including an endorsement deal with telecommunications giant AT&T.

"He has half a dozen bookings in the next few weeks," Dorenkamp reported. "He is set to sing at a Boston wedding and in a show at the Hard Rock Café in Boston. He is singing the US

FILIPINO IDOL IN AT&T TV ad where he sang the US national anthem.

national anthem at a baseball game in Texas."

Next month, he is shooting a cameo in Chili Pilar's "Anel and Maverick Goes to Hollywood," along with another OJ-Am Al graduate, Jaime Tria, plus other US-based Pinoys like Hanks Nievera and Lani Misalucha.

In July, Renaldo has a homecoming concert in Davao, with Tom and Hang.

Prior to those gigs, Boston-Lapuz's energies were entirely devoted to the Al finale.

Dorenkamp said he last spoke with Lapuz on Sunday. "He was tired [from] sewing all the rhinestones[, but excited. He stayed in Dallas, with the premiere of a 10-act organization, before flying to Hollywood [on Tuesday]." Dorenkamp added that Lapuz was also scheduled to appear in the "Idol" after-show cast party.

Dorenkamp explained, "He wouldn't talk about his [scheduled appearance] on the show. His rehearsals were kept secret. The spot remains unconfirmed to be a surprise."

After his US engagements, Lapuz plans to return to the Philippines. "To catch up with old friends," the manager said, "and visit a specific person — we don't see if she's still single . . . I hope the story will have a happy ending."

KIM CHU

I LIKE XIXANG IN HI
home. I watch a lot of DV
My bed is the soundest th

"SEX AND THE CITY" IS THE TOP CHOICE FOR SUMMER!

REPRINTED FROM:

YAHOO! MOVIES REUTERS

Moviegoers Have "Sex" on the Brain: Poll

Thu May 1, 2008 11:03am EDT By Bob Tourtellotte

LOS ANGELES (Reuters) - Sorry "Iron Man." But moviegoers have something else on their minds as spring gives way to summer -- like "Sex."

"Sex and the City," based on HBO's hit television comedy about single women in New York, is the movie that fans are most excited about heading into Hollywood's key summer season, which starts on Thursday with the debut of comic book adventure "Iron Man," according to a new poll from online film site AOL Moviefone.

Not far behind was "Indiana Jones and the Kingdom of the Crystal Skull," which opens on May 22 with Harrison Ford returning as the adventure-seeking Jones.

In the poll of nearly 400,000 respondents, "Sex and the City," which premieres on May 30, proved most exciting to 32 percent of the movie fans, compared with 31 percent for "Indiana Jones."

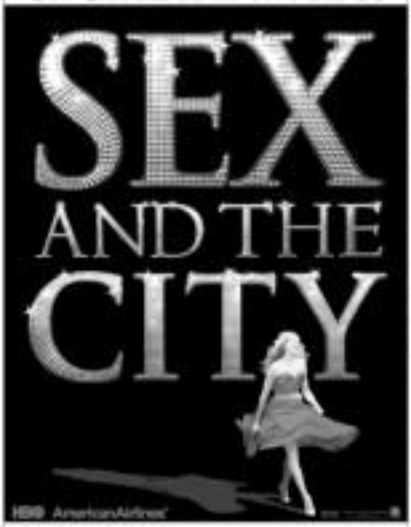
"I think there were a lot of people curious about the series ['Sex and the City'] who didn't see it on HBO," said Scott Nelson, editor-in-chief at AOL Moviefone. "It's real fresh, and people who do know the program love the characters and love the show."

The summer movie season runs four months from May 1 through the end of August and can account for nearly 40 percent of annual ticket sales in the United States and Canada, so the period's movies are hugely important to Hollywood.

-Reuters/Yahoo!

Metropolitan
Museum of Art's
w 5 Costume
stitute Gala

GET CARRIED AWAY ON MAY 28



WIN A FREE TRIP FOR 2 TO NEW YORK CITY!

IF YOU CAN'T GET ENOUGH OF SEX AND THE CITY...

AMERICAN AIRLINES

THE WORLD'S LARGEST AIRLINE

IS TAKING YOU TO THE CITY WHERE IT ALL HAPPENS!

Watch Sex and the City and we'll fly you to New York City, USA.

ARANETA CENTER EVENTS

SHOP & DINE
AT ARANETA CENTER
FOR A CHANCE TO WIN TICKETS

OVER 1,000 SHOPS & MORE THAN 300 RESTAURANTS & FOODSTOPS

CINEMA ACCESS: 625-5555

MOVIEWORLD

ROBINSONS MOVIEWORLD CINEMA MOVIE GUIDE

www.robinsonsmovieworld.com

GALLERIA

1 INDIANA JONES	6 WHAT HAPPENS IN VEGAS / INDIANA JONES
2 INDIANA JONES	7 IRON PA RIN
3 INDIANA JONES	8 IndieBox: Sa Pagdaipo ng MARIPOSA
4 INDIANA JONES	9 IRON MAN
5 INDIANA JONES	10 BOY CULTURE

ERMITA

1 INDIANA JONES	
2 INDIANA JONES	6 INDIANA JONES / SPEED RACER
3 INDIANA JONES	7 IRON MAN
4 INDIANA JONES	8 IRON PA RIN
5 INDIANA JONES / WHAT HAPPENS IN VEGAS	9 BOY CULTURE

METRO EAST

1 INDIANA JONES	5 INDIANA JONES
2 INDIANA JONES	6 INDIANA JONES
3 INDIANA JONES / WHAT HAPPENS IN VEGAS	7 IRON PA RIN
4 IRON MAN	8 BOY CULTURE

NOVALICHES

1 INDIANA JONES	3 INDIANA JONES
2 INDIANA JONES	4 IRON MAN

PIONEER

1 INDIANA JONES	3 INDIANA JONES
2 INDIANA JONES	4 IRON MAN

Experience a spine-chilling love story you will never forget.

Exclusively at MOVIEWORLD IndieBox from May 21 to 27

STA. ROSA

1 INDIANA JONES	
2 INDIANA JONES	
3 INDIANA JONES / IRON PA RIN	
4 IRON MAN	

LIPA

1 INDIANA JONES	
2 INDIANA JONES	
3 STREET KINGS	
4 IRON MAN	

DASMARINAS

1 INDIANA JONES	
2 INDIANA JONES	
3 INDIANA JONES / IRON MAN	
4 IRON PA RIN	

IMUS

1 INDIANA JONES	
2 INDIANA JONES	
3 INDIANA JONES / IRON PA RIN	
4 IRON PA RIN	

ANGELES

1 INDIANA JONES	3 WHAT HAPPENS IN VEGAS
2 INDIANA JONES	4 IRON PA RIN

STARMILLS

1 INDIANA JONES	4 WHAT HAPPENS IN VEGAS
2 IRON MAN	5 INDIANA JONES
3 IRON PA RIN	6 INDIANA JONES

BACOLOD

1 INDIANA JONES	
2 WHAT HAPPENS IN VEGAS	
3 INDIANA JONES	
4 SUPERHERO MOVIE	
5 POSSESSED	
6 IRON MAN	

ILOILO

1 INDIANA JONES	
2 INDIANA JONES	
3 IRON MAN	
4 THE OTHER BOLEYN GIRL	
5 IRON PA RIN	
6 ASYLUM	

Kian's cool collections

By Marinel R. Cruz
Photos by Jim Orias Pascual

ACTOR-TV HOST KIAN Kazemi used to spend a lot on hats and caps.

Teenager 16 to 20, he had a condition called alopecia, or rapid hair loss due to an abnormality in the immune system.

"I always lay head and constantly wore a cap," Kian, now 22, said during our visit to the Kazemi mini-museum unit in Global City. "One day, I woke up with all my hair back. I gave most of the hats away." The "Pinoy Big Brother Season 2" housemate said he kept a few pieces to "remind me of those depressing times."

Kian, whose father is an Iranian national, confessed to having a weakness for anything to do with hats. For example, he has a rock-face that "first belonged to my great, great, great grandma."

Collections

I started collecting NBA cards at age 14. My prized possessions are my Kobe Bryant cards, which he signed when he visited RP in 1998. I took notice of Kobe's phenomenal early on. So I was able to buy a lot of his cards. When he came here I sold a PSO card to a Kobe fan for P1,500.

My uncle used to be NBA licensee. When I was younger, we would cut out pictures of players from magazines, glue them to pieces of wood, then carve figurines out of them.

I'm also a collector of knives. I bought this self-defense knife because I wanted to get into ankle or knife training. My parents didn't allow me. I have a knife from Madagascar, from a schoolmate whose family went there. The cover is supposedly made from elephant skin.

This classic hand-made opium pipe from Iran is a gift from my uncle. You used the lamp thing like this here.

I also collect action figures, toy cars and Coca-Cola memorabilia. I have Lamborghini and ferrari toy cars. One day, I will drive a pretty good car of my own.

This music box is from Europe, a present

THIS COCA-COLA phone actually works. "When somebody calls, the logo lights up," he says.

KIAN'S caps, like the resin Ferrari, inspire him to work harder.

HE'S given away most of his old hats, says.

HE has custom-carved these basketball figures.

from Dad. It's an antique—priceless.

Clothes

This J.Crew cotton tee is my lucky shirt. I didn't plan on celebrating but then I got a callback from my modeling agency last month for a print ad for the new mega resort here in Manila. I wore this shirt at the screen test and got the job.

I bought the gunmetal jacket in Los Angeles, California. I wore it during the callback for the print ad. I thought it would look good with the shirt.

Footwear

This Converse sneaker was from Zara in Spain. I used it in the "Pinoy Big Brother" episode where I attended a ball in Elorde. I wore Converse sneakers when I toured the show in Ilocos.

Scents

Budget Essence is a classic. It lasts three days when you spray it on your shirt. Girls will want to hug you again and again.

Accessories

My lucky necklace was first owned by my great great grandma. The pendant is a replica of the Koran. My dad is Muslim but I'm Catholic. I wear this to remind me that I have the best of both worlds.

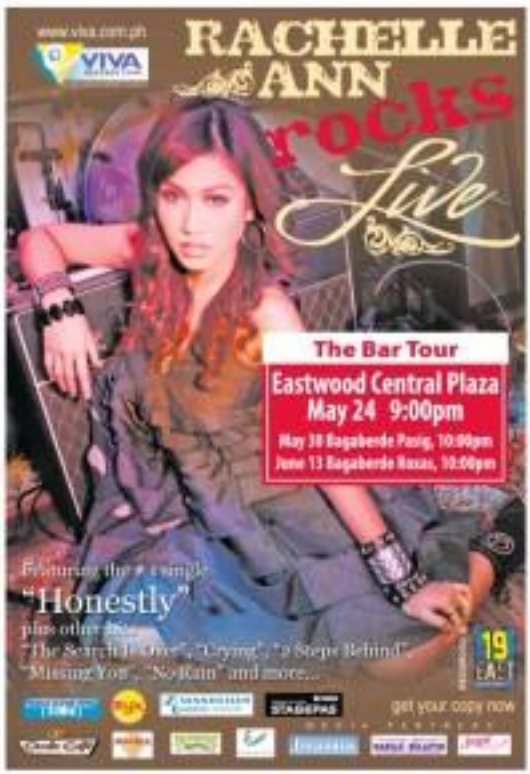
E-mail marinel@inquirer.com.ph

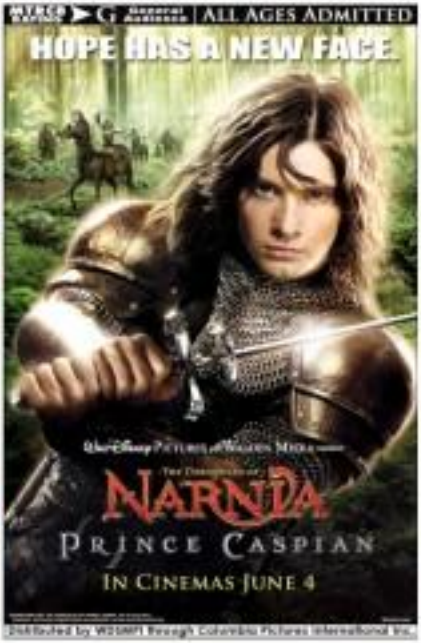
HE'S fave jackets are this Armani, left, and an ukay-ukay piece bought for P100.

THESE are his board shorts.

KIAN'S most treasured card is the one signed by his idol, Kobe Bryant.

HE is also a collector of knives.





sunday INQUIRER magazine

Choose your favorite destination this Sunday!

FREE with the Sunday issue of the Inquirer